

NATIONAL TV NIELSEN RATINGS PERSONS RANKING - TOP PROGRAMS(1)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING JANUARY 23, 1983

NIELSEN AVERAGE AUDIENCE

HOUSEHOLDS			
RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	CBS NFL PLAYOFF POST-SUN.(S)	33.7	28,070
2	AFC CHAMPIONSHIP GAME(S)	33.5	27,910
3	NFC CHAMPIONSHIP GAME-CBS(S)	32.4	26,990
4	CBS NFL PLAYOFF GAME-SUN.(S)	32.0	26,660
5	60 MINUTES	30.2	25,160
6	DALLAS#	26.6	22,160
7	NFC CHAMPIONSHIP POST-CBS(S)	25.3	21,070
8	AMERICAN MUSIC AWARDS(S)	24.4	20,330
9	SUPER BOWL TOURN. RD.2-SU(S)	24.3	20,240
10	ALICE SPECIAL(S)	23.1	19,240
11	AFC CHAMPIONSHIP POST(S)	22.5	18,740
12	DYNASTY	22.4	18,660
12	SUPER BOWL TOURN. RD.2-SA(S)	22.4	18,660
14	FALCON CREST	22.3	18,580
14	THREE'S COMPANY	22.3	18,580
16	LOVE BOAT	21.9	18,240
17	M*A*S*H	21.8	18,160
17	SIMON & SIMON	21.8	18,160
19	MAGNUM, P.I.#	21.7	18,080
20	JEFFERSONS	21.2	17,660
21	HILL STREET BLUES	20.9	17,410
22	GLORIA	20.7	17,240
22	THAT'S INCREDIBLE	20.7	17,240
24	CBS NFL PLAYOFF GAME-SAT.(S)	20.6	17,160

CONT'D

TOTAL PERSONS (2+)			
RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	CBS NFL PLAYOFF POST-SUN.(S)	23.6	51,580
2	CBS NFL PLAYOFF GAME-SUN.(S)	22.4	48,780
3	AFC CHAMPIONSHIP GAME(S)	22.0	48,000
4	NFC CHAMPIONSHIP GAME-CBS(S)	20.6	45,010
5	60 MINUTES	18.8	41,030
6	DALLAS#	17.1	37,240
7	AMERICAN MUSIC AWARDS(S)	16.6	36,160
8	SUPER BOWL TOURN. RD.2-SU(S)	16.4	35,690
9	LOVE BOAT	15.5	33,790
10	THREE'S COMPANY	15.0	32,710
11	CHIPS	14.9	32,560
12	KNIGHT RIDER	14.9	32,470
13	LIFE IS A CIRCUS, C.BROWN(S)	14.7	32,070
14	FALCON CREST	14.7	32,020
14	M*A*S*H	14.7	32,020
16	NFC CHAMPIONSHIP POST-CBS(S)	14.7	32,000
17	NBC SUNDAY NIGHT MOVIE	14.6	31,860
18	AFC CHAMPIONSHIP POST(S)	14.5	31,600
19	SUPER BOWL TOURN. RD.2-SA(S)	14.3	31,180
20	SIMON & SIMON	14.2	31,010
21	SILVER SPOONS	14.1	30,720
22	DUKES OF HAZZARD	14.1	30,700
23	DIFF'RENT STROKES-SAT.	14.0	30,480
24	MAGNUM, P.I.#	13.9	30,270

CONT'D

HOUSEHOLDS			
RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
CONT'D			
25	ARCHIE BUNKER'S PLACE	20.4	16,990
26	ONE DAY AT A TIME#	20.3	16,910

TOTAL PERSONS (2+)			
RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
CONT'D			
25	FALL GUY	13.8	30,090

NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(t)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING JANUARY 23, 1983

NIELSEN AVERAGE AUDIENCE

WOMEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	CBS NFL PLAYOFF POST-SUN.(S)	24.1	20,850
2	DALLAS#	24.1	20,820
3	60 MINUTES	22.9	19,760
4	FALCON CREST	20.6	17,770
5	AMERICAN MUSIC AWARDS(S)	20.6	17,760
6	LOVE BOAT	19.5	16,820
7	DYNASTY	18.5	16,010
8	JEFFERSONS	17.8	15,380
9	ALICE SPECIAL(S)	17.8	15,330
10	ONE DAY AT A TIME#	17.6	15,180
11	M*A*S*H	17.5	15,080
12	AFC CHAMPIONSHIP GAME(S)	17.0	14,710
12	CBS NFL PLAYOFF GAME-SUN.(S)	17.0	14,710
14	GLORIA	17.0	14,700
15	THREE'S COMPANY	17.0	14,640
16	ANNE MURRAY'S CRUISE(S)	16.6	14,340
17	SIMON & SIMON	16.5	14,260
18	ARCHIE BUNKER'S PLACE	16.5	14,230
19	TRAPPER JOHN, M.D.	16.3	14,070
20	KNOTS LANDING#	16.3	14,040
21	NEWHART	16.1	13,920

MEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	AFC CHAMPIONSHIP GAME(S)	34.1	26,500
2	CBS NFL PLAYOFF GAME-SUN.(S)	33.6	26,110
3	NFC CHAMPIONSHIP GAME-CBS(S)	31.0	24,110
4	CBS NFL PLAYOFF POST-SUN.(S)	30.9	24,060
5	SUPER BOWL TOURN. RD.2-SU(S)	25.6	19,880
6	60 MINUTES	22.4	17,390
7	SUPER BOWL TOURN. RD.2-SA(S)	22.2	17,240
8	AFC CHAMPIONSHIP POST(S)	21.4	16,660
9	NFC CHAMPIONSHIP POST-CBS(S)	21.2	16,480
10	CBS NFL PLAYOFF GAME-SAT.(S)	19.5	15,180
11	NBC SUNDAY NIGHT MOVIE	17.4	13,530
12	HILL STREET BLUES	15.6	12,170
13	AMERICAN MUSIC AWARDS(S)	15.4	11,970
14	DALLAS#	15.0	11,660
15	FALL GUY	14.9	11,580
16	ALICE SPECIAL(S)	14.8	11,510
17	CELEBRITY DAREDEVILS(S)	14.4	11,160
18	M*A*S*H	14.1	10,990
19	CBS NFL PLAYOFF POST-SAT.(S)	14.0	10,890
20	SIMON & SIMON	13.9	10,810
21	SUPER BOWL TOURN. POST SU(S)	13.9	10,800
22	KNIGHT RIDER	13.8	10,770
23	MAGNUM, P.I.#	13.8	10,750
24	LOVE BOAT	13.8	10,710

CONT'D

WOMEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)

MEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
25	THAT'S INCREDIBLE	13.7	10,640
26	ARCHIE BUNKER'S PLACE	13.5	10,500
27	NEWHART	13.2	10,290
28	FALCON CREST	13.2	10,280
29	T.J. HOOKER	13.2	10,240

CONT'D

NATIONAL TV NIELSEN RATINGS PERSONS RANKING - TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING JANUARY 23, 1983

NIELSEN AVERAGE AUDIENCE

WOMEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	AMERICAN MUSIC AWARDS(S)	22.0	11,920
2	CBS NFL PLAYOFF POST-SUN.(S)	19.6	10,610
3	DALLAS#	19.3	10,450
4	DYNASTY	19.2	10,380
5	LOVE BOAT	18.2	9,850
6	NBC SUNDAY NIGHT MOVIE	17.5	9,460
7	THREE'S COMPANY	17.3	9,390
8	FANTASY ISLAND	16.7	9,020
9	M*A*S*H	16.5	8,910
10	HILL STREET BLUES	16.4	8,900
11	60 MINUTES	16.4	8,880
12	FALCON CREST	16.3	8,800
13	FALL GUY	16.2	8,790
14	AFC CHAMPIONSHIP GAME(S)	16.1	8,710
14	CBS NFL PLAYOFF GAME-SUN.(S)	16.1	8,710
16	HART TO HART	15.9	8,590
17	NFC CHAMPIONSHIP GAME-CBS(S)	15.6	8,460
18	HAPPY DAYS	15.4	8,320
19	9 TO 5	14.9	8,070
20	ONE DAY AT A TIME#	14.8	8,010

WOMEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	60 MINUTES	35.0	9,280
2	CBS NFL PLAYOFF POST-SUN.(S)	33.3	8,840
3	DALLAS#	31.9	8,450
4	GLORIA	27.6	7,330
5	ALICE SPECIAL(S)	26.9	7,120
6	FALCON CREST	26.8	7,110
7	ARCHIE BUNKER'S PLACE	26.8	7,100
8	JEFFERSONS	26.7	7,080
9	ONE DAY AT A TIME#	23.5	6,230
10	TRAPPER JOHN, M.D.	23.3	6,180
11	LOVE BOAT	22.5	5,970
12	ANNE MURRAY'S CRUISE(S)	22.0	5,820
13	LITTLE HOUSE NW BEGINNING	21.6	5,720
14	MAGNUM, P.I.#	21.4	5,680
15	CBS EVENING NEWS-RATHER	20.4	5,420
16	M*A*S*H	20.1	5,330
17	NEWHART	19.9	5,280
18	DUKES OF HAZZARD	19.9	5,270

MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	CBS NFL PLAYOFF GAME-SUN.(S)	34.4	17,970
2	AFC CHAMPIONSHIP GAME(S)	33.3	17,420
3	NFC CHAMPIONSHIP GAME-CBS(S)	31.2	16,280
4	CBS NFL PLAYOFF POST-SUN.(S)	29.1	15,210
5	SUPER BOWL TOURN. RD.2-SU(S)	25.9	13,510
6	SUPER BOWL TOURN. RD.2-SA(S)	22.6	11,810
7	NFC CHAMPIONSHIP POST-CBS(S)	20.8	10,870
8	AFC CHAMPIONSHIP POST(S)	20.8	10,860
9	NBC SUNDAY NIGHT MOVIE	20.3	10,630
10	HILL STREET BLUES	17.6	9,210
11	CBS NFL PLAYOFF GAME-SAT.(S)	17.5	9,150
12	60 MINUTES	17.1	8,910
13	AMERICAN MUSIC AWARDS(S)	16.2	8,440
14	FALL GUY	14.8	7,730
15	CELEBRITY DAREDEVILS(S)	14.4	7,530
16	M*A*S*H	14.3	7,480
17	KNIGHT RIDER	14.3	7,450
17	SUPER BOWL TOURN. POST SU(S)	14.3	7,450
19	CBS NFL PLAYOFF PRE-SUN.(S)	13.8	7,220
20	CHIPS	13.6	7,110
21	DYNASTY	13.4	6,990
22	NFL '82-SA.(S)	13.0	6,810
23	LOVE BOAT	13.0	6,800
23	NFL '82-NBC	13.0	6,800

CONT'D

MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	AFC CHAMPIONSHIP GAME(S)	35.8	7,250
2	60 MINUTES	33.4	6,770
3	CBS NFL PLAYOFF POST-SUN.(S)	32.8	6,650
4	NFC CHAMPIONSHIP GAME-CBS(S)	32.8	6,640
5	CBS NFL PLAYOFF GAME-SUN.(S)	30.7	6,230
6	CBS NFL PLAYOFF GAME-SAT.(S)	24.4	4,950
6	SUPER BOWL TOURN. RD.2-SU(S)	24.4	4,950
8	MAGNUM, P.I.#	23.7	4,800
9	ARCHIE BUNKER'S PLACE	23.1	4,690
10	AFC CHAMPIONSHIP POST(S)	22.9	4,640
11	DALLAS#	22.3	4,530
12	NFC CHAMPIONSHIP POST-CBS(S)	22.1	4,470
13	GLORIA	21.1	4,280
13	SUPER BOWL TOURN. RD.2-SA(S)	21.1	4,280
15	FALCON CREST	20.3	4,120
16	JEFFERSONS	20.1	4,070
17	ALICE SPECIAL(S)	19.6	3,970
17	CBS NFL PLAYOFF POST-SAT.(S)	19.6	3,970
19	CBS EVENING NEWS-RATHER	18.8	3,820
20	SIMON & SIMON	18.1	3,670
21	DUKES OF HAZZARD	17.7	3,580
22	ONE DAY AT A TIME#	16.9	3,430
23	THAT'S INCREDIBLE	16.8	3,400
24	NBC NIGHTLY NEWS-SAT.#	16.6	3,360

CONT'D

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NIELSEN AVERAGE AUDIENCE

MEN 18-49

		AUDIENCES	
<u>RANK</u>	<u>PROGRAM</u>	<u>% U.S.</u>	<u>NO. (000)</u>
CONT'D			
25	HART TO HART	12.9	6,750
26	ALICE SPECIAL(S)	12.7	6,650
27	T.J. HOOKER	12.6	6,580
28	THAT'S INCREDIBLE	12.5	6,530
29	FANTASY ISLAND	12.5	6,520
30	NFC CHAMPIONSHIP PRE-CBS(S)	12.4	6,500
31	THREE'S COMPANY	12.4	6,490

MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
CONT'D			
25	CBS TUESDAY NIGHT MOVIES	16.4	3,320
26	LOVE BOAT	16.3	3,300

NOTES

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JAN. 1983 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																											
WK # DAY		START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES												TEENS (12-17)		CHILDREN (2-11)															
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	FEM.	TOTAL	6-11														
*EVENING																																											
ABC FRIDAY NIGHT MOVIE																				6 195 194				A 11.9 19 991				1930 605 257				672 332 508 426 309 116^				786 305 577 537 405 176				168 62^ 304 237			
FRI. 9.00P 120 ABC FF 99 97																				B 10.9 18 908				1873 621 258				691 277 498 450 354 138				699 243 502 485 388 154				218 109 265 213							
9.00 - 9.30																				A 10.9 17 908				1839 642 272				708 352 515 419 314 147				682 259 474 436 360 180				159 59^ 290 200							
9.30 - 10.00																				A 10.6 16 883				1909 674 301				745 376 565 458 332 130^				782 328 580 529 386 171				111^ 50^ 271 188							
10.00 - 10.30																				A 12.8 21 1066				1966 564 243				630 307 480 413 297 99^				834 323 622 588 428 177				182 63^ 320 263							
10.30 - 11.00																				A 13.3 23 1108				1977 559 222				622 300 476 422 299 96^				820 302 613 581 435 170				207 72^ 328 282							
ABC MONDAY NIGHT MOVIE																				1 188				A 17.3 27 1441				1667 745 285				818 330 451 470 351 228				579 265 387 319 229 160^				179 76^ 91^ 75^			
1 MON. 9.00P 120 ABC FF 96																				B 17.3 27 1441				1667 745 285				818 330 451 470 351 228				579 265 387 319 229 160				179 76 91 75							
9.00 - 9.30																				A 16.0 23 1333				1623 734 271				773 284 388 446 344 224				547 219 356 278 237 180				185 91^ 118^ 100^							
9.30 - 10.00																				A 16.6 24 1383				1661 727 288				800 352 465 463 322 216				563 266 387 301 219 153^				204 89^ 94^ 78^							
10.00 - 10.30																				A 18.3 29 1524				1704 730 276				828 341 477 479 353 223				598 292 404 350 226 144^				198 72^ 80^ 63^							
10.30 - 11.00																				A 18.3 31 1524				1667 783 297				858 330 468 490 390 247				599 279 395 335 230 165				134^ 56^ 76^ 58^							
ABC NEWSBRIEF-M-F																				79 178 185				A 16.8 25 1399				1728 714 277				772 312 487 462 348 214				610 226 404 372 298 157				165 77 181 129			
1 MON. 9.59P 2 ABC N 95 95																				B 15.7 24 1308				1730 692 272				748 284 469 422 346 222				607 230 394 358 289 168				182 85 193 140							
1 TUE. 9.58P 1																																											
1 WED. 9.57P 2																																											
1 FRI. 9.57P 1																																											
2 MON. 8.58P 1																																											
2 TUE. 9.57P 2																																											
2 W & TH 9.58P 1																																											
2 FRI. 10.00P 2																																											
ABC NEWSBRIEF-SAT.																				15 190 179				A 19.7 32 1641				1816 851 354				928 338 554 460 401 323				579 220 370 304 245 181				144 84 165 123			
SAT. 9.58P 1 ABC N 96 92																				B 18.7 31 1558				1810 754 313				829 288 487 425 379 293				601 226 367 344 268 192				178 96 202 152							
ABC NEWSBRIEF-SUN.																				16 193 189				A 17.7 26 1474				1742 718 295				786 291 472 451 376 241				664 222 405 378 346 199				167 91 125 95			
1 SUN. 8.32P 1 ABC N 97 97																				B 18.0 27 1499				1843 684 284				736 299 498 449 352 185				784 325 557 503 385 172				182 74 141 99							
2 SUN. 10.01P 1																																											
ABC SPORTS UPDATE-SAT																				16 189 178				A 17.2 27 1433				1835 765 306				868 241 463 466 477 319				710 266 442 393 342 225				103 59^ 154 88			
SAT. 8.58P 1 ABC SN 95 92																				B 16.4 27 1366				1751 700 280				765 207 415 396 406 292				683 229 408 391 342 224				139 58 164 112							
ABC SPORTS UPDATE-SUN																				16 185 194				A 14.4 21 1200				1769 657 314				718 236 418 386 341 256				728 276 472 419 371 194				148 25v 175 123			
1 SUN. 7.33P 2 ABC SN 97 99																				B 15.2 23 1266				1881 671 310				756 280 465 419 352 241				745 289 515 468 375 183				159 55 221 154							
2 SUN. 8.30P 1																																											
ABC SUNDAY NIGHT MOVIE																				13 203				A 18.6 28 1549				1563 771 291				845 297 504 467 398 275				637 232 372 336 305 208				60^ 54^ 21v 12v			
2 SUN. 9.00P 120 ABC FF 99																				B 18.4 29 1533				1864 697 292				752 315 532 468 366 170				783 337 578 511 382 155				188 71 141 100							
9.00 - 9.30																				A 19.2 27 1599				1575 752 308				830 280 480 449 397 282				636 243 367 327 292 216				73^ 51^ 36v 17v							
9.30 - 10.00																				A 19.7 29 1641				1542 772 304				842 287 490 468 405 282				626 231 358 321 296 213				50^ 50^ 24v 12v							
10.00 - 10.30																				A 18.4 28 1533				1559 781 277				853 304 516 477 396 271				634 227 371 343 306 199				55^ 55^ 17v 10v							
10.30 - 11.00																				A 17.4 28 1449				1542 770 272				844 313 529 472 388 254				638 224 384 349 317 200				54^ 54^ 6v 6v							
ABC WORLD NEWS TONIGHT																				80 200 200				A 12.9 21 1075				1593 698 216				753 207 336 330 331 353				666 180 344 341 341 266				73 23^ 101 63			
M-F 6.30P 30 ABC N 99 99																				B 12.1 21 1008				1559 692 202				741 186 339 332 351 335				639 181 334 329 321 254				73 36 106 67							
ABC WRLD NEWS TONIGHT-SUN																				13 161				A 8.0 13 666				1410 727 180^				784 200^ 315^296^ 295^426				526 131^ 198^264^ 234^262^				37v 15v 63v 47v			
1 SUN. 6.30P 30 ABC N 88																				B 8.4 15 700				1615 764 237				821 212 373 341 360 404				643 169 308 326 301 280				47 26 104 71							
ABC WRLD NEWS-SUN(B)																				119				A 7.6 13 633				1627 639 266^				758 172^ 287^345^ 301^394				669 165^ 277^377^ 366^267^				28v 14v 172^ 86v			
2 SUN. 6.30P 30 ABC N 67																																											
ALICE SPECIAL(S)																				199				A 23.1 36 1924				1559 735 261				797 206 365 377 361 370				598 224 346 347 287 206				63^ 52^ 101^ 79^			
1 SUN. 10.00P 30 CBS CS 99																																											

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JAN. 1983 REPORT

PROGRAM NAME						T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION															
												VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES															
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- OF ING. HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)	
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL M. & J.
EVENING CONT'D																											
AMERICAN MUSIC AWARDS(S)						197		A	24.4	36	2033	1779	758 360	874 353	586 504	400 231				589 206	416 370	315 141			210 121	106^ 56^	
2 MON. 9.00P 121 ABC AC						99																					
9.00 - 9.30								A	23.0	32	1916	1777	731 370	855 359	558 496	377 233				583 190	380 340	313 167			203 114^	136 71^	
9.30 - 10.00								A	24.7	35	2058	1784	762 362	874 353	592 518	403 219				580 205	394 349	300 152			211 136	119 58^	
10.00 - 10.30								A	25.3	38	2107	1780	766 346	878 349	594 502	406 230				593 210	438 384	322 125			212 118	97^ 55^	
10.30 - 11.00								A	24.7	40	2058	1774	772 362	889 356	599 498	414 242				598 216	443 396	323 124			215 116^	72^ 44^	
ANNE MURRAY'S CRUISE(S)						196		A	17.9	27	1491	1738	771 281	962 322	513 439	370 390				466 174	268 221	196 172			130^ 80^	180 112^	
2 WED. 8.00P 60 CBS GV						99																					
8.00 - 8.30								A	18.1	27	1508	1759	765 275	964 326	507 427	364 399				485 183	280 232	199 181			129^ 81^	181 105^	
8.30 - 9.00								A	17.6	26	1466	1718	781 288	962 319	520 450	373 383				445 163^	258 210	196 163			131^ 78^	180 118^	
ARCHIE BUNKER'S PLACE						14	200 195	A	20.4	30	1699	1673	761 295	838 231	360 336	308 418				619 174	294 295	284 276			63^ 29^	153 110	
1 SUN. 8.30P 30 CBS CS						99	96	B	19.6	30	1633	1634	748 276	809 209	354 338	338 399				618 185	301 289	276 272			87 48	120 80	
2 SUN. 8.00P 30																											
BENSON						13	200 194	A	16.9	27	1408	1805	737 279	828 303	472 399	339 303				599 242	386 342	280 169			158 84^	220 144	
FRI. 8.00P 30 ABC CS						99	97	B	16.0	27	1333	1770	737 286	809 242	439 405	382 314				584 206	367 341	290 175			170 84	207 141	
BRING 'EM BACK ALIVE						3	194 189	A	11.3	18	941	1832	747 304	797 246	478 420	428 269				675 180	398 384	388 217			163 70^	197 128^	
SAT. 8.00P 60 CBS A						98	97	B	11.0	18	916	1796	724 279	781 237	438 379	402 302				661 173	377 369	379 232			146 62	208 141	
8.00 - 8.30								A	11.0	18	916	1857	761 306	828 258	488 427	442 288				674 174	388 384	390 227			170 73^	185 115^	
8.30 - 9.00								A	11.7	18	975	1774	723 295	756 229	460 407	410 248				658 181	399 375	374 204			155 66^	205 138	
CAGNEY & LACEY						11	195 196	A	14.7	24	1225	1552	762 319	821 284	455 414	410 301				594 267	380 317	239 181			103 53^	34^ 18^	
MON. 10.00P 60 CBS OP						99	99	B	16.1	26	1341	1511	736 308	795 275	464 441	384 267				564 220	362 331	259 166			95 53	57 33	
10.00 - 10.30								A	15.0	23	1250	1566	766 322	827 288	456 409	406 307				593 271	385 317	236 173			107 57^	39^ 21^	
10.30 - 11.00								A	14.4	24	1200	1529	758 315	817 282	456 421	411 298				592 262	372 315	238 190			93^ 46^	27^ 13^	
BS EVENING NEWS-RATHER						80	201 202	A	16.1	26	1341	1472	711 240	755 128	288 306	378 405				561 117	224 237	281 284			62 26^	94 55	
M-F 6.30P 30 CBS N						99	99	B	14.3	25	1191	1490	701 216	757 126	275 298	358 414				584 128	244 256	281 288			62 26	87 47	
BS EVENING NEWS-DEAN						9	176	A	12.1	20	1008	1433	652 149^	665 94^	197^251	308 400				601 179^	267 255	277 244			69^ 51^	98^ 61^	
2 SUN. 6.30P 30 CBS N						89		B	10.5	19	875	1590	710 210	765 169	310 316	329 393				650 155	316 313	336 267			69 43	106 63	
BS REPORTS(S)						192		A	7.5	13	625	1520	630 360^	746 234^	497 455	457 185^				579 172^	351^398	330^132^			136^ 95^	59^ 27^	
2 THU. 10.00P 60 CBS DN						98																					
10.00 - 10.30								A	8.8	14	733	1551	649 337	783 276^	529 444	440 203^				581 169^	352 380	319^146^			119^ 86^	68^ 32^	
10.30 - 11.00								A	6.2	11	516	1459	604 390^	691 176^	449^468	480 159^				572 177^	349^421^	341^111^			151^103^	45^ 21^	
BS SAT. NIGHT MOVIE						14	185 195	A	16.9	28	1408	1835	744 266	789 224	505 483	446 224				672 255	433 400	349 171			195 85^	179 152	
1 SAT. 9.00P 150 CBS FF						98	97	B	15.8	27	1316	1805	722 281	778 227	462 439	412 258				675 233	426 388	358 196			177 71	175 137	
2 SAT. 9.00P 120																											
9.00 - 9.30								A	14.9	23	1241	1966	787 278	832 218	507 497	474 258				701 241	432 405	372 206			205 87^	228 174	
9.30 - 10.00								A	16.1	26	1341	1897	751 271	799 220	501 481	455 234				672 249	422 402	353 184			216 101	210 168	
10.00 - 10.30								A	17.5	30	1458	1774	724 256	768 224	493 465	436 218				658 250	422 394	349 167			189 82^	159 138	
10.30 - 11.00								A	17.7	32	1474	1796	733 252	776 223	514 485	443 205				677 259	440 408	346 161			178 74^	165 147	
11.00 - 11.30								A	20.2	40	1683	1705	713 282	765 232	501 488	409 194				640 278	442 390	314 125^			185 79^	115^ 115^	
BS TUESDAY NIGHT MOVIES						11	199 200	A	18.6	29	1549	1644	802 278	860 232	457 447	454 321				613 182	366 347	321 214			101 58^	70^ 42^	
TUE. 9.00P 120 CBS FF						98	99	B	17.8	28	1483	1540	774 291	830 255	471 459	418 288				542 172	320 298	270 187			101 64	67 41	
9.00 - 9.30								A	16.5	24	1374	1755	821 261	881 232	460 439	452 340				620 174	367 351	326 222			125 76^	129 77^	
9.30 - 10.00								A	18.4	28	1533	1667	801 264	860 232	452 435	441 328				612 180	365 349	317 218			102 59^	93 58^	
10.00 - 10.30								A	19.8	32	1649	1599	799 293	856 238	457 453	453 315				619 192	371 353	322 211			86 50^	38^ 25^	
10.30 - 11.00								A	19.5	33	1624	1588	806 296	858 231	464 462	466 308				613 191	372 340	317 208			89 51^	28^ 15^	

PROGRAM NAME										T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE	HOUSEHOLD AUDIENCES	AUDIENCE COMPOSITION																					
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)									
													TOTAL	18-34	WOMEN 18-49	25-54	35-64	55+	TOTAL	18-34	MEH 18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11								
EVENING CONT'D																																		
FAME-CONT'D																																		
8.00 - 8.30													A 14.4	21	1200	2020	779	347	854	349	574	489	366	226	560	240	410	353	255	126	213	152	393	252
8.30 - 9.00													A 15.0	22	1250	2010	786	342	865	366	581	478	362	232	557	257	416	346	249	111	223	159	365	243
FAMILY TIES													A 14.6	22	1216	1840	781	336	875	364	583	478	350	248	532	261	377	309	197	124	224	137	209	132
WED. 9.30P 30 NBC CS													B 15.5	24	1291	1759	770	313	855	332	507	431	329	289	517	206	326	275	211	161	227	143	160	114
FAMILY TREE													A 10.1	18	841	1767	806	380	873	260A	474	463	388	352	604	228A	417	405	304	132A	119A	50V	171A	136A
2 SAT. 10.00P 60 NBC GD													B 10.1	18	841	1767	806	380	873	260	474	463	388	352	604	228	417	405	304	132	119	50	171	136
10.00 - 10.30													A 10.2	17	850	1738	769	360	833	252A	459	455	376	327	608	231A	422	403	300	134A	122A	54V	175A	137A
10.30 - 11.00													A 10.0	18	833	1779	841	399	909	269A	488	466	395	377	598	226A	409	402	302	132A	109A	43V	163A	133A
FANTASY ISLAND													A 18.0	31	1499	1869	805	334	912	364	601	497	398	262	600	282	436	365	240	134	191	113	166	121
SAT. 10.00P 60 ABC A													B 16.3	29	1358	1732	738	305	811	319	522	459	369	230	565	243	385	341	239	146	187	104	169	129
10.00 - 10.30													A 18.1	31	1508	1859	807	342	913	374	604	495	390	262	593	277	428	361	238	132	188	108	165	118
10.30 - 11.00													A 17.9	32	1491	1873	798	322	906	354	599	498	406	260	605	286	442	365	240	137	196	117	166	123
FILTHY RICH													A 13.0	18	1083	2089	691	337	802	385	527	439	242	217A	579	303	460	361	222A	90A	253	109A	455	302
2 MON. 8.30P 30 CBS CS													B 13.0	18	1083	2089	691	337	802	385	527	439	242	217	579	303	460	361	222	90	253	109	455	302
GIMME A BREAK													A 14.7	22	1225	1869	817	289	910	351	596	497	395	263	522	242	376	284	228	120	189	107	248	149
THU. 9.00P 30 NBC CS													B 15.0	22	1250	1826	799	285	876	343	570	488	369	257	504	231	366	272	224	113	216	132	230	157
GLORIA													A 20.7	30	1724	1617	784	297	852	225	377	357	339	425	559	166	266	268	251	249	69A	36A	137	90
1 SUN. 9.00P 30 CBS CS													B 19.8	29	1643	1637	766	297	830	231	388	369	353	386	575	184	293	285	253	237	100	66	132	88
2 SUN. 8.30P 30																																		
OLD MONKEY													A 15.3	23	1274	1966	715	304	778	346	554	485	344	167	637	248	448	392	326	145	229	48A	322	245
WED. 8.00P 60 ABC A													B 15.4	24	1283	1907	640	272	683	286	468	425	325	168	656	271	465	421	314	153	231	86	337	249
8.00 - 8.30													A 14.9	22	1241	1952	711	296	769	342	543	469	340	171	623	231	428	388	331	147	219	45A	341	257
8.30 - 9.00													A 15.7	23	1308	1973	719	309	785	349	564	499	349	162	647	262	465	395	320	144	238	48A	303	232
GREATEST AMERICAN HERO													A 13.7	20	1141	2086	648	266	697	277	465	438	309	186	717	346	519	413	282	156	209	109	463	321
THU. 8.00P 60 ABC A													B 13.6	20	1133	1995	631	230	685	305	451	399	256	186	655	323	469	375	252	144	205	102	450	313
8.00 - 8.30													A 13.4	20	1116	2068	645	260	693	273	453	433	304	192	707	333	497	397	273	169	211	110	457	310
8.30 - 9.00													A 14.1	21	1175	2077	643	268	694	279	470	441	307	178	714	355	531	424	282	139	204	106	465	328
HAPPY DAYS													A 18.1	27	1508	1847	745	349	807	362	551	471	331	205	519	220	353	338	243	124	241	150	280	179
TUE. 8.00P 30 ABC CS													B 18.8	29	1566	1945	688	291	760	354	541	429	297	177	498	241	362	308	202	101	289	164	398	260
ART TO HART													A 19.2	32	1599	1670	774	310	813	334	538	499	379	215	633	282	422	387	269	149	148	89	76	33A
TUE. 10.00P 60 ABC PD													B 19.1	32	1591	1641	763	303	832	340	568	489	389	210	575	256	399	349	242	132	138	81	96	59
10.00 - 10.30													A 19.3	31	1608	1676	771	312	815	336	542	506	375	213	622	278	416	380	262	148	156	89	83	38A
10.30 - 11.00													A 19.0	32	1583	1663	782	307	813	331	533	494	384	220	644	286	429	392	276	152	137	89	69A	28A
HILL STREET BLUES													A 20.9	35	1741	1635	697	298	734	289	511	490	375	172	698	366	528	428	278	138	127	58A	76	42A
THU. 10.00P 60 NBC OP													B 19.2	32	1599	1711	716	324	767	329	553	496	366	166	746	363	574	499	332	130	140	60	58	35
10.00 - 10.30													A 20.4	33	1699	1642	708	307	746	299	516	485	369	179	701	364	527	422	281	141	115	53A	80	42A
10.30 - 11.00													A 21.4	37	1783	1625	686	288	722	281	507	497	377	163	695	367	530	434	278	133	135	62A	73	43A
HILL STREET BLUES-SPEC(S)													A 14.0	21	1166	1661	658	230	726	263	452	395	340	231	687	344	493	379	247	164A	155A	80A	93A	59A
2 TUE. 9.00P 60 NBC OP																																		
9.00 - 9.30													A 13.4	20	1116	1664	663	212A	726	253	435	379	343	250	675	338	474	348	236	171A	145A	65A	118A	68A
9.30 - 10.00													A 14.5	22	1208	1661	659	246	729	274	470	413	340	213	699	352	511	407	257	156A	162A	92A	71A	51V
ULA BOWL(S)													A 8.5	15	708	1597	545	189A	601	248A	395	321A	247A	179A	904	387	559	503	354	273A	59V	21V	33V	25V
CONT'D																																		

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JAN. 1983 REPORT

PROGRAM NAME		T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		KEY	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
									VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
									AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	WOMEN 18-49	25-34	35-44	45-54	55+	18-49	25-34	35-44	45-54	55+	TOTAL	TEENS (12-17)	CHILDREN (2-11)	TOTAL	CHILDREN (2-11)	
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2																					
LATE FRINGE CONT'D																												
CBS NIGHTWATCH 1 SUN(B)																												
1	SUN.	2.00A	30	CBS	N	46	43	A	.5	5	42	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	
CBS SUNDAY NEWS OSGOOD																												
1	SUN.	11.30P	15	CBS	N	16	121 121	A	6.1	14	508	1213	566	209A	574	160A	262	295	282	267	591	228A	324	345	234A	205A	33V	33V
2	SUN.	11.00P	15			68	67	B	6.2	13	516	1276	665	232	693	169	282	292	323	356	535	153	289	309	258	200	32	18
DAVID LETTERMAN I																												
M-TH	12.30A	30	NBC	GV		63	184 183	A	3.3	17	275	1164	502	155A	582	277	350	267	230	195A	541	298	428	317	207A	101A	30V	21V
						97	97	B	3.0	16	250	1129	495	174	554	240	337	261	215	182	515	291	424	315	175	71	40	11
DAVID LETTERMAN II																												
M TH	1.00A	30	NBC	GV		63	184 183	A	2.6	17	217	1065	457	217A	605	120	402	263A	215	171A	410	250A	404	291	152	60	22	11
						97	97	B	2.3	16	190	1013	300	160	512	210	300	211	150	104	400	200	411	201	160	70	40	11
LAST WORD																												
1	MON.	12.00M	60	ABC	N	40	100	A	3.1	12	220	1100	500	150	500	150	500	150	500	150	500	150	500	150	500	150	500	150
1	TUE.	12.00M	60			40	100	B	3.0	12	220	1100	500	150	500	150	500	150	500	150	500	150	500	150	500	150	500	150
1	THU.	12.00M	60			40	100																					
2	MON.	12.02A	60			40	100																					
2	W-F	12.00M	60			40	100																					
	12.00 - 12.30							A	3.3	12	275	1124	549	189A	589	153A	301	324	305	218	462	116A	265	284	269	153A	59A	LT
	12.30 - 1.00							A	2.5	12	208	1072	543	198A	587	177A	322	336	284A	203A	389	116A	221A	220A	215A	130A	62V	LT
LATE MOVIE I																												
1	M & TH	11.30P	71	CBS	FF	87	159 162	A	6.6	22	550	1409	686	322	737	262	465	414	356	213	592	305	423	378	222	107A	65A	29A
						86	87	B	5.8	20	483	1296	647	298	715	232	427	412	373	206	509	215	349	314	229	122	61	32
1 TU & W 11.30P 72																												
1 FRI. 11.30P 75																												
2 MTU TH 11.30P 71																												
2 WED. 11.30P 72																												
2 FRI. 11.30P 70																												
	11.30 - 12.00							A	6.8	19	566	1465	709	345	780	263	478	443	383	236	601	296	423	383	234	115	66A	30A
	12.00 - 12.30							A	6.5	23	541	1400	681	317	725	265	467	404	349	203	592	310	423	374	214	108A	70A	30A
LATE MOVIE II																												
1	M & TH	12.41A	48	CBS	FF	87	159 162	A	4.4	24	367	1121	612	335	650	243	439	392	319	154A	625	343	450	396	227	96A	85A	32V
						86	87	B	4.0	24	311	1100	552	273	630	216	412	389	334	155	493	214	349	315	232	102	47	18
1	TUE.	12.42A	46																									
1	WED.	12.42A	49																									
1	FRI.	12.45A	48																									
2	MON.	12.41A	50																									
2	TUE.	12.41A	46																									
2	WED.	12.42A	43																									
2	THU.	12.41A	51																									
2	FRI.	12.40A	49																									
	12.30 - 1.00							A	6.0	23	500	1346	665	401A	665	198A	406A	376A	416A	171A	632	223A	277A	334A	354A	208A	49V	LT
	1.00 - 1.30							A	4.2	25	350	1303	589	328	620	234	423	389	301	139A	620	347	448	386	221	91A	52A	28V
NBC LATE NIGHT MOVIE																												
1	SUN.	11.30P	69	NBC	FF	16	61 60	A	1.6	6	133	519A	128V	46V	128V	98V	120V	90V	11	11	376A	263A	286A	210V	113V	83V	LT	LT
2	SUN.	11.30P	74			39	39	B	1.5	5	125	581	244	68	259	107	180	141	107	68	296	158	227	191	104	68	LT	LT
	11.30 - 12.00							A	1.7	5	142	627A	197V	106V	197V	141V	197V	119V	56V	LT	395A	240A	296A	247A	155V	77V	35V	LT
	12.00 - 12.30							A	1.7	7	142	373A	50V	LT	50V	50V	50V	50V	LT	LT	323A	253A	253A	169V	70V	70V	LT	LT
NBC NEWS OVERNIGHT-M-F																												
1	MON.	1.30A	29	NBC	N	79	148 146	A	1.5	13	125	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT
1	TUE.	1.30A	43			91	91	B	1.4	13	117	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT
CONT'D																												

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JAN. 1983 REPORT

PROGRAM NAME		T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																															
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	Y	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)													
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11												
LATE FRINGE CONT'D																																							
NBC NEWS OVERNIGHT-CONT'D																																							
1	WED.	1.30A	46																																				
1	THU.	1.30A	45																																				
1	FRI.	2.00A	43																																				
2	M & TU	1.30A	44																																				
2	W & TH	1.30A	43																																				
2	FRI.	2.00A	29																																				
		1.30 - 2.00							A	1.5	13	125	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT												
		2.00 - 2.30							A	2.1	15	175	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT												
SATURDAY NIGHT																																							
1	SAT.	12.42A	83	NBC	GV	14	195	192	A	6.4	21	533	1625	627	289	710	366	556	408	271	135A	679	388	578	460	249	73A	173A106A	63A	60A									
		11.00 - 12.00							R	7.1	22	591	1577	586	273	653	351	503	385	237	120	647	371	556	445	243	63	227	119	50	16								
		1.00 - 2.00							A	9.6	31	1000	1714	750	340	811	410	601	476	311	107A	504	294A	441	478	296A	78A	168A142A	118A	114A									
		2.00 - 3.00							A	7.1	22	591	1577	586	273	653	351	503	385	237	120	647	371	556	445	243	63	227	119	50	16								
		3.00 - 4.00							A	9.6	31	1000	1714	750	340	811	410	601	476	311	107A	504	294A	441	478	296A	78A	168A142A	118A	114A									
		4.00 - 5.00							A	9.6	31	1000	1714	750	340	811	410	601	476	311	107A	504	294A	441	478	296A	78A	168A142A	118A	114A									
		5.00 - 6.00							A	9.6	31	1000	1714	750	340	811	410	601	476	311	107A	504	294A	441	478	296A	78A	168A142A	118A	114A									
		6.00 - 7.00							A	9.6	31	1000	1714	750	340	811	410	601	476	311	107A	504	294A	441	478	296A	78A	168A142A	118A	114A									
		7.00 - 8.00							A	9.6	31	1000	1714	750	340	811	410	601	476	311	107A	504	294A	441	478	296A	78A	168A142A	118A	114A									
		8.00 - 9.00							A	9.6	31	1000	1714	750	340	811	410	601	476	311	107A	504	294A	441	478	296A	78A	168A142A	118A	114A									
		9.00 - 10.00							A	9.6	31	1000	1714	750	340	811	410	601	476	311	107A	504	294A	441	478	296A	78A	168A142A	118A	114A									
		10.00 - 11.00							A	9.6	31	1000	1714	750	340	811	410	601	476	311	107A	504	294A	441	478	296A	78A	168A142A	118A	114A									
		11.00 - 12.00							A	9.6	31	1000	1714	750	340	811	410	601	476	311	107A	504	294A	441	478	296A	78A	168A142A	118A	114A									
SCTV NETWORK																																							
		1.30 - 2.00							A	2.7	15	225	1351	342A111V	413A332A	332A177A	81V	81V																					
		2.00 - 3.00							A	2.7	15	225	1351	342A111V	413A332A	332A177A	81V	81V																					
		3.00 - 4.00							A	2.7	15	225	1351	342A111V	413A332A	332A177A	81V	81V																					
		4.00 - 5.00							A	2.7	15	225	1351	342A111V	413A332A	332A177A	81V	81V																					
		5.00 - 6.00							A	2.7	15	225	1351	342A111V	413A332A	332A177A	81V	81V																					
		6.00 - 7.00							A	2.7	15	225	1351	342A111V	413A332A	332A177A	81V	81V																					
		7.00 - 8.00							A	2.7	15	225	1351	342A111V	413A332A	332A177A	81V	81V																					
		8.00 - 9.00							A	2.7	15	225	1351	342A111V	413A332A	332A177A	81V	81V																					
		9.00 - 10.00							A	2.7	15	225	1351	342A111V	413A332A	332A177A	81V	81V																					
		10.00 - 11.00							A	2.7	15	225	1351	342A111V	413A332A	332A177A	81V	81V																					
		11.00 - 12.00							A	2.7	15	225	1351	342A111V	413A332A	332A177A	81V	81V																					
		12.00 - 1.00							A	2.7	15	225	1351	342A111V	413A332A	332A177A	81V	81V																					
		1.00 - 2.00							A	2.7	15	225	1351	342A111V	413A332A	332A177A	81V	81V																					
		2.00 - 3.00							A	2.7	15	225	1351	342A111V	413A332A	332A177A	81V	81V																					
		3.00 - 4.00							A	2.7	15	225	1351	342A111V	413A332A	332A177A	81V	81V																					
		4.00 - 5.00							A	2.7	15	225	1351	342A111V	413A332A	332A177A	81V	81V																					
		5.00 - 6.00							A	2.7	15	225	1351	342A111V	413A332A	332A177A	81V	81V																					
		6.00 - 7.00							A	2.7	15	225	1351	342A111V	413A332A	332A177A	81V	81V																					
		7.00 - 8.00							A	2.7	15	225	1351	342A111V	413A332A	332A177A	81V	81V																					
		8.00 - 9.00							A	2.7	15	225	1351	342A111V	413A332A	332A177A	81V	81V																					
		9.00 - 10.00							A	2.7	15	225	1351	342A111V	413A332A	332A177A	81V	81V																					
		10.00 - 11.00							A	2.7	15	225	1351	342A111V	413A332A	332A177A	81V	81V																					
		11.00 - 12.00							A	2.7	15	225	1351	342A111V	413A332A	332A177A	81V	81V																					
		12.00 - 1.00							A	2.7	15	225	1351	342A111V	413A332A	332A177A	81V	81V																					
		1.00 - 2.00							A	2.7	15	225	1351	342A111V	413A332A	332A177A	81V	81V																					
		2.00 - 3.00							A	2.7	15	225	1351	342A111V	413A332A	332A177A	81V	81V																					
		3.00 - 4.00							A	2.7	15	225	1351	342A111V	413A332A	332A177A	81V	81V																					
		4.00 - 5.00							A	2.7	15	225	1351	342A111V	413A332A	332A177A	81V	81V																					
		5.00 - 6.00							A	2.7	15	225	1351	342A111V	413A332A	332A177A	81V	81V																					
		6.00 - 7.00							A	2.7	15	225	1351	342A111V	413A332A	332A177A	81V	81V																					
		7.00 - 8.00							A	2.7	15	225	1351	342A111V	413A332A	332A177A	81V	81V																					
		8.00 - 9.00							A	2.7	15	225	1351	342A111V	413A332A	332A177A	81V	81V																					
		9.00 - 10.00																																					

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
WK # DAY		START TIME		DUR		NET		PROG. TYPE		WK 1 WK 2		K E Y		AVG. ADJ. SHARE %		AVG. AUD. (0,000)		TOTAL PERSONS (2+)		LADY WORK-ING HOUSE WOM.		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
																								TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL FEM.		TOTAL 6-11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
WEEKDAY DAYTIME (CONT'D)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JAN. 1983 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION														
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES														
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	WK 3	WK 4	WK 5	WK 6	WK 7	WK 8	WK 9	WK 10	WK 11	WK 12	WK 13	WK 14	WK 15	WK 16	WK 17	WK 18	WK 19	WK 20	WK 21	WK 22	WK 23	WK 24

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JAN. 1983 REPORT

PROGRAM NAME				T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE	KEY	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																					
									VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																					
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	WOMEN	18-34	18-49	25-54	35-64	55+	TEENS (12-17)	CHILDREN (2-11)	TOTAL	TOTAL								
WEEKDAY DAYTIME CONT'D																														
TATLETALAS	M-F	4.00P	30	CBS	QG	82	112	113	A 3.6	10	300	1280	816	63	833	235	370	381	354	390	274	81	104	66	112	164	43	34	130	76
						63	63		B 2.8	9	233	1238	790	122	825	219	382	373	362	373	280	71	91	77	99	179	43	25	90	39
TODAY SHOW-7.30AM	M-F	7.30A	30	NBC	N	80	209	209	A 4.0	21	333	1339	648	204	682	75	237	336	426	331	474	73	201	285	288	183	92	42	91	76
						99	99		B 4.1	22	342	1293	662	172	691	95	230	320	391	351	489	79	100	247	267	224	50	28	63	38
TODAY SHOW-8.30AM	M-F	8.30A	30	NBC	N	80	209	209	A 4.1	19	342	1190	689	145	707	105	271	307	369	354	368	47	100	161	184	201	50	47	65	29
						99	99		B 4.4	21	367	1204	716	139	746	125	265	301	341	401	336	48	100	159	186	225	25	20	37	LT
\$.5,000 PYRAMID	M-F	10.00A	30	CBS	QP	83	154	155	A 4.6	20	383	1209	691	123	725	174	282	293	290	380	274	69	110	110	120	135	42	21	168	47
						84	84		B 3.8	18	317	1246	676	135	745	212	353	346	331	324	326	121	100	100	12	139	45	23	130	44
WHEEL OF FORTUNE	M-F	11.00A	30	NBC	QG	14	192	195	A 5.7	24	475	1305	775	131	811	217	358	325	339	389	338	152	287	100	109	134	48	29	108	50
						96	96		B 5.5	24	458	1321	774	121	819	224	370	341	348	386	326	121	100	100	100	143	45	31	129	36
YOUNG AND THE RESTLESS	M-F	12.30P	30	CBS	DD	83	202	203	A 8.6	31	716	1317	865	171	911	253	470	444	434	384	287	60	140	104	129	136	41	24	88	28
						99	99		B 7.9	31	658	1241	835	155	901	249	448	418	406	396	287	87	121	92	88	88	30	23	88	21
									A 8.4	31	700	1287	847	160	888	229	450	434	429	384	287	100	145	102	127	117	31	28	83	24
									A 8.9	31	741	1317	872	178	919	269	481	445	434	381	278	96	142	100	126	114	30	27	90	30
WEEKEND DAYTIME	SAT.	12.00N	30	ABC	FV	12	166	168	A 6.7	17	558	2027	433	201	551	284	432	351	235	99	300	202	259	159	98	12	293	191	883	634
ABC WEEKEND SPECIALS						88	89		B 6.0	19	500	1725	357	147	434	227	324	253	163	81	243	121	181	138	107	39	296	175	752	508
ABC WIDE WORLD-SPORTS SAT																														
2 SAT.	5.05P	85	ABC	SA		196			A 12.7	24	1058	1698	574	213	632	253	392	348	284	184	546	170	426	373	372	236	130	61	151	103
	5.00	5.30				98			B 8.8	19	733	1551	504	166	537	160	298	285	256	196	733	250	447	402	372	236	130	61	151	103
	5.30	6.00							A 12.0	24	1000	1564	499	161	520	171	310	282	253	188	582	171	396	361	327	163	184	108	278	172
	6.00	6.30							A 12.3	24	1025	1645	553	184	610	207	373	314	298	196	605	174	416	365	372	169	185	98	245	149
									A 12.6	24	1133	1855	650	281	735	352	471	429	297	169	601	163	458	397	408	134	225	97	294	222
AFC CHAMPIONSHIP GAME(S)	2 SUN.	1.00P	205	NBC	SE	215			A 13.5	62	2791	1720	489	196	528	172	313	282	263	181	950	339	624	568	482	260	126	49	116	77
						99			A 12.7	16	2757	1802	465	183	512	157	314	276	265	171	1007	392	692	622	498	252	143	51	140	81
	1.30	2.00							A 12.0	61	2656	1779	492	191	532	161	319	291	270	178	984	361	650	592	493	265	130	57	133	80
	2.00	2.30							A 14.5	14	2814	1752	507	204	553	175	324	296	282	187	958	356	638	559	473	257	108	48	133	78
	2.30	3.00							A 11.0	10	2657	1663	480	199	524	175	299	266	259	191	927	335	601	539	462	268	103	42	109	69
	3.00	3.30							A 10.4	15	2074	1680	489	210	518	170	313	280	262	175	926	306	600	560	487	264	131	42	105	80
	3.30	4.00							A 12.8	11	249	1684	479	193	510	177	305	275	251	173	935	322	603	570	483	258	130	46	109	84
	4.00	4.30							A 11.5	12	2657	1684	502	186	536	179	307	290	254	184	918	313	596	541	475	256	143	61	87	65
CHAMPIONSHIP POST(S)	2 SUN.	4.25P	21	NBC	SC	214			A 12.7	12	1874	1686	528	183	548	170	300	307	258	196	889	309	580	506	443	248	164	58	85	59
						99			A 12.7	12	1874	1686	528	183	548	170	300	307	258	196	889	309	580	506	443	248	164	58	85	59
									A 12.7	12	1874	1686	528	183	548	170	300	307	258	196	889	309	580	506	443	248	164	58	85	59
									A 12.7	12	1874	1686	528	183	548	170	300	307	258	196	889	309	580	506	443	248	164	58	85	59
									A 12.7	12	1874	1686	528	183	548	170	300	307	258	196	889	309	580	506	443	248	164	58	85	59
									A 12.7	12	1874	1686	528	183	548	170	300	307	258	196	889	309	580	506	443	248	164	58	85	59
									A 12.7	12	1874	1686	528	183	548	170	300	307	258	196	889	309	580	506	443	248	164	58	85	59
									A 12.7	12	1874	1686	528	183	548	170	300	307	258	196	889	309	580	506	443	248	164	58	85	59
									A 12.7	12	1874	1686	528	183	548	170	300	307	258	196	889	309	580	506	443	248	164	58	85	59
									A 12.7	12	1874	1686	528	183	548	170	300	307	258	196	889	309	580	506	443	248	164	58	85	59
									A 12.7	12	1874	1686	528	183	548	170	300	307	258	196	889	309	580	506	443	248	164	58	85	59
									A 12.7	12	1874	1686	528	183	548	170	300	307	258	196	889	309	580	506	443	248	164	58	85	59
									A 12.7	12	1874	1686	528	183	548	170	300	307	258	196	889	309	580	506	443	248	164	58	85	59
									A 12.7	12	1874	1686	528	183	548	170	300	307	258	196	889	309	580	506	443	248	164	58	85	59
									A 12.7	12	1874	1686	528	183	548	170	300	307	258	196	889	309	580	506	443	248	164	58	85	59
									A 12.7	12	1874	1686	528	183	548	170	300	307	258	196	889	309	580	506	443	248	164	58	85	59
									A 12.7	12	1874	1686	528	183	548	170	300	307	258	196	889	309	580	506	443	248	164	58	85	59
									A 12.7	12	1874	1686	528	183	548	170	300	307	258	196	889	309	580	506	443	248	164	58	85	59
									A 12.7	12	1874	1686	528	183	548	170	300	307	258	196	889	309	580	506	443	248	164	58	85	59
									A 12.7	12	1874	1686	528	183	548	170	300	307	258	196	889	309	580	506	443	248	164	58	85	59
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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK # DAY		START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)								
													TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL	6-11						
WEEKEND DAYTIME CONT'D																																	
ASK NBC NEWS-10:28AM SAT.		10.28A	2	NBC	CN	99	99		7.9	27	658	1754	304 180	314 159	267 205	145 133	265 185	217 171	171 145	55 72	25 39	254 127	930 493										
ASK NBC NEWS-10:58AM SAT.		10.58A	2	NBC	CN	94	94		6.7	21	558	1860	319 148	331 141	251 191	160 58	259 194	240 205	65 17	257 142	1013 572												
ASK NBC NEWS 11:58AM SAT.		11.58A	2	NBC	CN	80	93		7.0	20	589	1496	257 130	281 148	237 131	133 62	348 218	285 219	99 31	239 99	628 296												
BOB HOPE SAT (5) 2 SAT.		4.05P	113	NBC	SF	178	92		5.2	11	433	1210	447 106	470 122	214 182	210 247	580 178	263 284	256 257	75 42	85 79												
BOB HOPE SAT (5) 2 SAT.		4.05P	113	NBC	SF	178	92		5.2	11	433	1210	447 106	470 122	214 182	210 247	580 178	263 284	256 257	75 42	85 79												
BOB HOPE SAT (5) 2 SAT.		4.05P	113	NBC	SF	178	92		5.2	11	433	1210	447 106	470 122	214 182	210 247	580 178	263 284	256 257	75 42	85 79												
BOB HOPE SAT (5) 2 SAT.		4.05P	113	NBC	SF	178	92		5.2	11	433	1210	447 106	470 122	214 182	210 247	580 178	263 284	256 257	75 42	85 79												
BOB HOPE SAT (5) 2 SAT.		4.05P	113	NBC	SF	178	92		5.2	11	433	1210	447 106	470 122	214 182	210 247	580 178	263 284	256 257	75 42	85 79												
BOB HOPE SAT (5) 2 SAT.		4.05P	113	NBC	SF	178	92		5.2	11	433	1210	447 106	470 122	214 182	210 247	580 178	263 284	256 257	75 42	85 79												
BOB HOPE SAT (5) 2 SAT.		4.05P	113	NBC	SF	178	92		5.2	11	433	1210	447 106	470 122	214 182	210 247	580 178	263 284	256 257	75 42	85 79												
BOB HOPE SAT (5) 2 SAT.		4.05P	113	NBC	SF	178	92		5.2	11	433	1210	447 106	470 122	214 182	210 247	580 178	263 284	256 257	75 42	85 79												
BOB HOPE SAT (5) 2 SAT.		4.05P	113	NBC	SF	178	92		5.2	11	433	1210	447 106	470 122	214 182	210 247	580 178	263 284	256 257	75 42	85 79												
BOB HOPE SAT (5) 2 SAT.		4.05P	113	NBC	SF	178	92		5.2	11	433	1210	447 106	470 122	214 182	210 247	580 178	263 284	256 257	75 42	85 79												
BOB HOPE SAT (5) 2 SAT.		4.05P	113	NBC	SF	178	92		5.2	11	433	1210	447 106	470 122	214 182	210 247	580 178	263 284	256 257	75 42	85 79												
BOB HOPE SAT (5) 2 SAT.		4.05P	113	NBC	SF	178	92		5.2	11	433	1210	447 106	470 122	214 182	210 247	580 178	263 284	256 257	75 42	85 79												
BOB HOPE SAT (5) 2 SAT.		4.05P	113</																														

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM NAME		WK	DAY	START TIME	DUR	NET	T/C THIS SEASON	PROG. TYPE	NO. OF STATIONS & PROGRAM COVERAGE	WK 1	WK 2	K E Y	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																										
															VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																										
													Avg. Aud. %	Avg. Share %	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)												
																	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11											
WEEKEND DAYTIME CONT'D																																									
GILLIGAN'S PLANET									12	184	184		A	3.6	16	300	1663	256^	93v																						
SAT.	9.00A	30	CBS	CA					97	92		B	2.9	13	242	1620	279	88																							
GRAND PRIX TENNIS-SUN(S)											184		A	3.7	7	308	1302	472^	188v																						
2 SUN.	3.04P	176	CBS	SE							96						533^	163v																							
3.00 - 3.30													A	2.0	4	167	1204^	497^	264v																						
3.30 - 4.00													A	2.0	3	167	1240^	558^	210v																						
4.00 - 4.30													A	2.5	4	208	1375^	381^	116v																						
4.30 - 5.00													A	4.9	9	408	1392^	463^	174v																						
5.00 - 5.30													A	5.6	11	466	1223^	444^	193v																						
5.30 - 6.00													A	5.0	10	417	1336^	514^	209v																						
MORK & LARINE									16	175	147		A	5.4	17	455	1617^	501^	177v																						
SAT.	11.00A	30	CBS	CA					97	92		B	6.1	4	308	1620^	279	88																							
MORK & LARINE									16	175	147		A	5.4	17	455	1617^	501^	177v																						
SAT.	11.00A	30	CBS	CA					97	92		B	6.1	4	308	1620^	279	88																							
IN THE NEWS	8.26AM								18	177	180		A	2.9	14	242	1607^	119v	70v																						
SAT.	8.26A	3	CBS	CN					80	81		B	2.8	15	167	1519^	229	93																							
IN THE NEWS- 8.56AM									18	177	180		A	2.9	14	242	1607^	119v	70v																						
SAT.	8.56A	3	CBS	CN					84	91		B	2.8	15	233	1522^	227	97																							
IN THE NEWS- 9.26AM									18	184	184		A	3.9	16	325	1471^	262^	80v																						
SAT.	9.26A	3	CBS	CN					97	92		B	3.3	15	275	1512^	205	104																							
IN THE NEWS	9.56AM								11	175	176		A	4.7	18	457	1760^	476	159v																						
SAT.	9.56A	3	CBS	CN					84	84		B	1.7	15	308	1624^	406	144																							
IN THE NEWS	11.56AM								15	153	160		A	5.5	17	458	1520^	488	107v																						
SAT.	11.56A	3	CBS	CN					81	83		B	4.0	14	333	1588^	382	151																							
IN THE NEWS-10.56AM									17	169	172		A	7.2	23	600	1665^	386	129v																						
SAT.	10.56A	3	CBS	CN					83	83		B	5.6	21	466	1631^	355	148																							
IN THE NEWS-11.26AM									17	168	170		A	7.7	23	641	1725^	389	120v																						
SAT.	11.26A	3	CBS	CN					83	83		B	5.3	19	441	1661^	376	160																							
JETSONS									16	149	136		A	4.3	11	358	1785^	509	341																						
SAT.	12.00N	30	NBC	CA					83	67		B	4.6	16	383	1765^	351	160																							
MEATBALL & SPAGHETTI									15	153	160		A	4.7	14	392	1528^	387	120v																						
SAT.	11.30A	30	CBS	CA					81	82		B	3.8	14	317	1614^	386	165																							
MEET THE PRESS									16	117	116		A	2.7	8	225	1782^	653	280v																						
1 SUN.	11.30A	30	NBC	CC					80	76		B	2.8	10	233	1362^	520	142																							
2 SUN.	12.00N	30																																							
MORK/LAVERNE/FONZ HOUR 1									3	186	186		A	6.3	19	525	1895^	270	83v																						
SAT.	11.00A	30	ABC	CA					94	94		B	6.1	19	508	1796^	229	80																							
MORK/LAVERNE/FONZ HOUR 2									3	186	186		A	7.5	21	625	1896^	272	130v																						
SAT.	11.30A	30	ABC	CA					94	94		B	6.9	21	575	1845^	264	121																							
NCAA BASKETBALL									5	201	187		A	3.6	8	300	1670^	494	197v																						
1 SAT.	1.30P	141	NBC	SE					98	95		B	4.0	10	333	1501^	368	134																							
CONT'D																																									

KEY: A-CURRENT REPORT B-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

[illegible]

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JAN. 1983 REPORT

PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		K E Y	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2		AVG. AUD. SHARE %	AVG. AUD % (0.000)	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									
										TOTAL PERSONS OF (2+)	LADY WORK- ING HOUSE WOM.	WOMEN					MEN					TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																													
										TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	12-17	TOTAL	6-11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																											
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FOR EXPLANATION OF SYMBOLS PAGE 2

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JAN. 1983 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																
WK #	DAY	START TIME	DUR	NET	PROG TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY HOUSE	WORK-ING WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					
															TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	MEN 18-49 25-54 35-64			55+	TOTAL FEM.	TOTAL 6-11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																				
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KEY: A-CURRENT REPORT B-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. MON. JAN. 10, 1981

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------

TOTAL AUDIENCE
(Households (000) & %)21,240
25.522,990
27.6

ABC TV

THAT'S INCREDIBLE

ABC MONDAY NIGHT MOVIE
JUST YOU AND ME KID
(OP)AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR %

15,830

14,410

19.0

17.9*

20.2*

17.3

18.0*

16.6*

18.3*

18.3*

27

26 *

28 *

27

24 *

24 *

29 *

31 *

16.7

19.1

20.5

19.9

16.0

14.0

16.6

17.9

18.7

18.8

17.8

TOTAL AUDIENCE
(Households (000) & %)

15,080

18.1

SQUARE PEGS

15,580

18.7

PRIVATE BENJAMIN
(OP)

21,820

26.2

M*A*S*H

20,330

24.4

NEWHART

16,490

19.8

CAGNEY & LACEY

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR %

12,910

13,660

19,740

18,330

13,660

15.5

16.4

23.7

22.0

16.4

16.8*

16.0*

22

23

34

32

27

27 *

28 *

27 *

28 *

28 *

15.3

15.7

15.6

17.1

22.8

24.6

21.9

22.0

16.9

16.7

16.1

TOTAL AUDIENCE
(Households (000) & %)

17,160

20.6

LITTLE HOUSE NW BEGINNING
(OP)

18,080

21.7

NBC MONDAY NIGHT MOVIES
(HARRIED MYATT EARP
(OP)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR %

13,740

16.5

15.9*

17.0*

13.5

13.9*

12.9*

13.9*

13.4*

23

23 *

24 *

21

20 *

19 *

22 *

23 *

15.6

16.2

16.9

17.2

14.4

13.3

12.8

12.9

14.1

13.6

13.6

13.2

TOTAL AUDIENCE
(Households (000) & %)

24,740

29.1

THAT'S INCREDIBLE
(OP)

20,400

24.1

AMERICAN MUSIC AWARDS
(9:00-11:00PM)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR %

18,580

22.3

20.5*

24.2*

24.4

23.0*

24.7*

25.3*

24.7*

31

29 *

33 *

36

32 *

35 *

38 *

40 *

19.5

21.4

23.9

24.5

22.4

23.5

25.1

24.4

25.7

24.9

24.8

24.5

TOTAL AUDIENCE
(Households (000) & %)

16,160

19.4

LIFE IS A
CIRCUS, C BROWN
(R)

12,330

14.8

FILTHY RICH
(OP)

19,580

23.5

M*A*S*H
(R)

16,330

19.6

NEWHART

13,240

15.9

CAGNEY & LACEY

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR %

13,910

16.7

13.0

16,580

14,330

10,830

16.7

13.0

19.9

17.2

13.0

13.1*

12.8*

23

18

28

24

20

20 *

20 *

20 *

20 *

16.2

17.3

13.0

13.1

19.4

20.5

16.9

17.6

13.4

12.9

12.9

12.7

TOTAL AUDIENCE
(Households (000) & %)

19,330

23.2

LITTLE HOUSE NW BEGINNING
(OP)

21,820

26.2

NBC MONDAY NIGHT MOVIES
WAIT TILL YOUR MOTHER GETS HOME
(SUS-OP)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR %

14,740

17.7

17.1*

18.2*

18.3

17.1*

18.2*

19.5*

18.5*

25

24 *

25 *

27

24 *

26 *

29 *

30 *

17.1

17.1

18.3

18.1

17.5

16.7

17.9

18.4

19.2

19.8

18.9

18.1

TV HOUSEHOLDS USING TV
(See Def 1)

WFF

WFF

69.1

70.9

71.4

72.2

71.4

72.2

71.4

72.2

71.4

72.2

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72.2

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72.2

71.4

72.2

71.4

72.2

71.4

72.2

71.4

72.2

US TV Households 81 million

For explanation of symbols, See page A

EVE. MON. JAN. 17, 1981

A 4 Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. TUE. JAN. 11, 1983

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------

W E E K 1	TOTAL AUDIENCE (Households (000) & %)		{		17,740 21.3		16,410 19.7		19,410 23.3		17,240 20.7		19,160 23.0			
	ABC TV		{		HAPPY DAYS		LAVERNE & SHIRLEY		THREE'S COMPANY		9 TO 5 (OP)		HART TO HART			
	AVERAGE AUDIENCE (Households (000) & %)		{		15,410 18.5		14,830 17.8		17,490 21.0		15,890 19.0		15,740 18.9		19.1*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR		{		28 17.3		16 14.7		31 20.1		28 18.6		31 19.3		30* 18.9	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{		19,660 23.6				22,320 26.8						18.5	
	CBS TV		{		WALT DISNEY THE WORLD'S GREATEST ATHLETE PART 2 (OP)				CBS TUESDAY NIGHT MOVIES KENTUCKY WOMAN							
	AVERAGE AUDIENCE (Households (000) & %)		{		13,990 16.8		15.9*		16,080 19.3						20.2*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR		{		25 15.6		24* 16.1		30 17.4		26* 18.1		19.3* 19.2		32* 20.4	
W E E K 3	TOTAL AUDIENCE (Households (000) & %)		{		18,580 22.3								12,580 15.1		ST ELSEWHERE	
	NBC TV		{						NBC MOVIE OF THE WEEK THE RETURN OF MAXWELL SMART (R) (OP) (S) (S-OP)							
	AVERAGE AUDIENCE (Households (000) & %)		{		9,500 11.4		11.1*						9,500 11.4		11.3*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR		{		17 11.7		17* 10.5		17* 11.0		17* 11.4		18* 11.6		18* 11.6	
W E E K 4	TOTAL AUDIENCE (Households (000) & %)		{		16,580 19.9		16,990 20.4		18,140 22.1		17,810 21.4		19,410 23.3		HART TO HART	
	ABC TV		{		HAPPY DAYS		LAVERNE & SHIRLEY		THREE'S COMPANY		9 TO 5 (OP)					
	AVERAGE AUDIENCE (Households (000) & %)		{		14,660 17.6		15,660 18.8		19,580 23.5		16,240 19.5		16,160 19.4		19.5*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR		{		26 16.8		27 18.5		34 23.4		29 23.6		32 19.7		32* 19.3	
W E E K 5	TOTAL AUDIENCE (Households (000) & %)		{		15,740 18.9				21,570 25.9							
	CBS TV		{		WALT DISNEY FERDINAND THE BULL AND MICKEY (OP)				CBS TUESDAY NIGHT MOVIES ILLUSIONS							
	AVERAGE AUDIENCE (Households (000) & %)		{		11,410 13.7		13.8*		14,830 17.8		15.2*		17.5*		19.4*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR		{		20 14.3		20* 13.3		28 14.4		22* 16.1		26* 17.1		31* 19.7	
W E E K 6	TOTAL AUDIENCE (Households (000) & %)		{		13,310 16.7				15,910 19.1				12,250 14.7		ST ELSEWHERE	
	NBC TV		{						RETURN OF DOBERMAN GANG (R) (OP)		HILL STREET BLUES-SPEC (R) (OP)					
	AVERAGE AUDIENCE (Households (000) & %)		{		10,910 13.1		12.8*		11,660 14.0		13.4*		14.5*		12.0	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR		{		11 11.7		19* 12.8		21 13.1		20* 13.8		22* 14.5		20* 12.1	

TV HOUSEHOLDS USING TV	WK 1	66.1	66.4	66.9	67.7	68.1	67.3	66.4	63.3	62.2	60.6	59.1
(See Def. 1)	WK 2	66.7	67.0	67.3	67.9	68.4	66.5	66.1	62.9	61.0	59.4	57.9

U.S. TV Households: 83,300,000

For explanation of symbols, See page A

EVE. TUE. JAN. 18, 1983

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	16,410 19.7				20,240 24.3				22,410 26.9								
	ABC TV	GOLD MONKEY				FALL GUY (OP)				DYNASTY								
	AVERAGE AUDIENCE (Households (000) & %)	12,660 15.2				16,410 19.7				19,080 22.9				22.9*				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	22 15.0				23* 15.6				30* 20.7				37* 23.3				
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	15,490 18.6				18,910 22.7												
	CBS TV	SEVEN BRIDES/SEVEN BROS. (OP)				CBS WEDNESDAY NIGHT MOVIE AN INVASION OF PRIVACY												
	AVERAGE AUDIENCE (Households (000) & %)	12,000 14.4				11,830 14.2								14.3*				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	21 14.7				22 13.5				22* 14.4				23* 14.5				
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	18,830 22.6				15,080 18.1				13,160 15.8				14,490 17.4				
	NBC TV	REAL PEOPLE (OP)				FACTS OF LIFE				FAMILY TIES (OP)				QUINCY, M.E.				
	AVERAGE AUDIENCE (Households (000) & %)	14,990 18.0				13,580 16.3				12,080 14.5				11,500 13.8				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	27 16.9				27* 17.9				21 14.7				22* 13.6				
W E E K 4	TOTAL AUDIENCE (Households (000) & %)	16,740 20.1				21,740 26.1				21,740 25.9								
	ABC TV	GOLD MONKEY				FALL GUY (OP)				DYNASTY								
	AVERAGE AUDIENCE (Households (000) & %)	12,740 15.3				16,990 20.4				18,240 21.9				22.0*				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	23 14.1				24* 18.7				31* 21.1				36* 21.7				
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	20,410 24.5				19,810 23.8												
	CBS TV	ANNE MURRAY'S CRUISE (OP)				CBS WEDNESDAY NIGHT MOVIE ANOTHER WOMAN'S CHILD												
	AVERAGE AUDIENCE (Households (000) & %)	14,910 17.9				13,160 15.1								15.4*				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	27 18.4				26* 17.6				25* 17.1				25* 16.3				
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	20,240 24.3				11,110 13.4				12,990 15.6				15,330 18.4				
	NBC TV	REAL PEOPLE (OP)				FACTS OF LIFE				FAMILY TIES (SUS-OP)				QUINCY, M.E.				
	AVERAGE AUDIENCE (Households (000) & %)	15,830 19.0				14,410 17.3				12,160 14.6				11,830 14.2				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	28 17.4				29* 19.8				22 14.8				23 13.8				
TV HOUSEHOLDS USING TV		WK 1	66.5	66.5	66.6	67.5	67.9	68.0	67.7	67.9	66.2	67.4	68.2	67.2	63.8	63.4	61.9	60.6
(See Def. 1)		WK 2	66.7	66.6	66.3	66.2	66.3	66.9	67.4	68.5	68.2	68.8	67.6	67.5	64.6	63.0	61.7	60.4

U.S. TV Households 83,100,000

For explanation of symbols, See page A

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	16,160 19.4				13,910 16.7				14,830 17.8				19,830 23.8			
	ABC TV	GREATEST AMERICAN HERO				TOO CLOSE FOR COMFORT				IT TAKES TWO (OP)				20/20			
	AVERAGE AUDIENCE (Households (000) & %)	12,500 15.0				12,660 15.2				13,080 15.7				14,660 17.6			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	22 13.9				23 14.9				24 15.4				29 19.3			
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	22,660 27.2				21,910 26.3				18,740 22.5				17,160 20.6			
	CBS TV	MAGNUM, P.I. (R)(OP)				SIMON & SIMON				KNOTS LANDING							
	AVERAGE AUDIENCE (Households (000) & %)	18,080 21.7				17,910 21.5				15,410 18.5				13,740 16.5			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	32 20.5				32 20.8				31 22.0				27 16.0			
WEEK 3	TOTAL AUDIENCE (Households (000) & %)	14,330 17.2				13,910 16.7				12,330 14.8				17,160 20.6			
	NBC TV	FAME (OP)				GIMME A BREAK				CHEERS (SUS-OP)				HILL STREET BLUES (R)			
	AVERAGE AUDIENCE (Households (000) & %)	11,330 13.6				12,330 14.8				11,000 13.2				13,740 16.5			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	20 12.4				22 14.4				20 13.3				27 16.0			
WEEK 4	TOTAL AUDIENCE (Households (000) & %)	14,580 17.5				12,330 14.8				12,080 14.5				17,990 21.6			
	ABC TV	GREATEST AMERICAN HERO				TOO CLOSE FOR COMFORT				IT TAKES TWO (OP)				20/20			
	AVERAGE AUDIENCE (Households (000) & %)	10,330 12.4				10,830 13.0				11,160 13.4				13,330 16.0			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	18 12.5				19 12.8				20 13.1				27 16.3			
WEEK 5	TOTAL AUDIENCE (Households (000) & %)	26,740 32.1				10,250 12.3				6,250 7.5				25,660 30.8			
	CBS TV	SIMON & SIMON (OP)				CBS REPORTS THE BASKETBALL MACHINE											
	AVERAGE AUDIENCE (Households (000) & %)	18,240 21.9				6,250 7.5				25,660 30.8				20,990 25.2			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	32 18.9				13 10.5				35 23.5				43 23.0			
WEEK 6	TOTAL AUDIENCE (Households (000) & %)	16,740 20.1				14,080 16.9				14,160 17.0				25,660 30.8			
	NBC TV	FAME (OP)				GIMME A BREAK				CHEERS (OP)				HILL STREET BLUES			
	AVERAGE AUDIENCE (Households (000) & %)	13,160 15.8				12,160 14.6				12,410 14.9				20,990 25.2			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	21 14.0				22 14.3				22 14.5				43 23.0			
TV HOUSEHOLDS USING TV WK (See Def. 1)		67.0	66.4	65.9	66.3	64.0	67.9	67.6	67	64.0	67	67	67	64.0	67	67	67

U.S. TV Households: 83,300,000

For explanation of symbols, See page A

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. FRI. JAN. 14, 1983

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE %	{		{		{		{		{		{		{		{	
W E E K 2	AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	CBS TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
W E E K 3	SHARE OF AUDIENCE %	{		{		{		{		{		{		{		{	
	AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	NBC TV	{		{		{		{		{		{		{		{	
W E E K 4	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE %	{		{		{		{		{		{		{		{	
	AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
W E E K 5	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE %	{		{		{		{		{		{		{		{	
	AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	CBS TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE %	{		{		{		{		{		{		{		{	
W E E K 7	AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	NBC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
W E E K 8	SHARE OF AUDIENCE %	{		{		{		{		{		{		{		{	
	AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
W E E K 9	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE %	{		{		{		{		{		{		{		{	
	AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
W E E K 10	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE %	{		{		{		{		{		{		{		{	
	AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 11	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	CBS TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE %	{		{		{		{		{		{		{		{	
W E E K 12	AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	NBC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
W E E K 13	SHARE OF AUDIENCE %	{		{		{		{		{		{		{		{	
	AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
W E E K 14	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE %	{		{		{		{		{		{		{		{	
	AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
	TOTAL AUDIENCE (Households (000) & %)																

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE SAT JAN 16 1983

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	17,330 20.8				23,320 28.0				18,910 22.7							
	ABC TV	T.J. HOOKER (OP)				LOVE BOAT (OP)				FANTASY ISLAND							
	AVERAGE AUDIENCE (Households (000) & %)	13,330 16.0				18,740 22.5				15,080 18.1							
	SHARE OF AUDIENCE %	26				36				32							
W E E K 2	AVG. AUD. BY 1/4 HR. %	14.2	15.6	16.7	17.6	20.8	22.6	23.5	23.3	18.1	18.5	17.7	18.2				
	TOTAL AUDIENCE (Households (000) & %)	13,830 16.6				28,660 34.4				CBS SAT. NIGHT MOVIE HOOPER(R) (9:00 11:30PM)							
	CBS TV	BRING 'EM BACK ALIVE (OP)															
	AVERAGE AUDIENCE (Households (000) & %)	9,830 11.8				16,240 19.5				20.0*							
W E E K 3	SHARE OF AUDIENCE %	19				34				31*							
	AVG. AUD. BY 1/4 HR. %	11.8	10.9	11.8	12.7	17.3	18.8	19.2	19.2	20.3	19.8	20.1	20.1				
	TOTAL AUDIENCE (Households (000) & %)	14,330 17.2				13,160 15.8				18,330 22.0							
	NBC TV	DIFF'RENT STROKES-SAT.				SILVER SPOONS (OP)				HULA BOWL EAST VS WEST (9:00 12:24AM)							
W E E K 4	AVERAGE AUDIENCE (Households (000) & %)	12,410 14.9				11,750 14.1				7,080 8.5							
	SHARE OF AUDIENCE %	24				23				15							
	AVG. AUD. BY 1/4 HR. %	14.1	15.7	13.8	14.3	9.8	8.9	8.5	9.0	9.3	9.3	8.4	8.5				
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	17,830 21.4				22,160 26.6				18,740 22.5							
	ABC TV	T.J. HOOKER (OP)				LOVE BOAT (OP)				FANTASY ISLAND							
	AVERAGE AUDIENCE (Households (000) & %)	14,240 17.1				17,740 21.3				14,830 17.8							
	SHARE OF AUDIENCE %	27				33				31							
W E E K 6	AVG. AUD. BY 1/4 HR. %	15.4	16.9	18.0	17.8	19.4	20.8	22.5	22.5	17.8	17.8	17.7	17.9				
	TOTAL AUDIENCE (Households (000) & %)	12,830 15.4				17,740 21.3				CBS SAT. NIGHT MOVIE UNCOMMON VALUE							
	CBS TV	BRING 'EM BACK ALIVE (OP)															
	AVERAGE AUDIENCE (Households (000) & %)	9,000 10.8				11,410 13.7				15.0*							
W E E K 7	SHARE OF AUDIENCE %	17				22				26*							
	AVG. AUD. BY 1/4 HR. %	11.1	10.3	10.7	11.2	11.7	11.7	12.7	13.0	14.9	15.0	15.0	15.3				
	TOTAL AUDIENCE (Households (000) & %)	16,830 20.2				16,740 20.1				17,830 21.4				10,750 12.9			
	NBC TV	DIFF'RENT STROKES-SAT.				SILVER SPOONS (OP)				MAMA'S FAMILY (OP)				FAMILY TREE			
W E E K 8	AVERAGE AUDIENCE (Households (000) & %)	14,910 17.9				15,530 18.4				10,750 12.9							
	SHARE OF AUDIENCE %	29				28				20							
	AVG. AUD. BY 1/4 HR. %	17.1	18.7	17.8	19.0	18.3	19.0	13.3	12.5	10.4	10.0	10.0	10.1				

TV HOUSEHOLDS USING TV WK 1
(See Def. 1)U.S. TV Households: 83,300,000
(1) SUPER BOWL TOWN
(2) CBS NCAA BSKTBL REG'N

For explanation of symbols, See page A

EVE. SAT. JAN. 22, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. SAT. JAN 15, 1983

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
------	-------	-------	-------	-------	-------	-------	-------	-------	------	------	------	------	------	------	------	------

TOTAL AUDIENCE { 5,080
(Households (000) & %) { 6.1

ABC TV

ABC
WEEKEND
REPORT
SAT

AVERAGE AUDIENCE { 4,910
(Households (000) & %) { 5.9
SHARE OF AUDIENCE % 12
AVG. AUD. BY ¼ HR. % 5.9

W

E

E

K

1

TOTAL AUDIENCE {
(Households (000) & %) {

CBS TV

CBS SAT. NIGHT MOVIE
HOOVER (R)
(9:00-11:30PM)

AVERAGE AUDIENCE {
(Households (000) & %) { 20.2*
SHARE OF AUDIENCE % 40*
AVG. AUD. BY ¼ HR. % 21.3 19.2

TOTAL AUDIENCE {
(Households (000) & %) {

NBC TV

HULA BOWL
EAST VS WEST
(9:00-12:12AM)6,500
7.8SATURDAY NIGHT
(12:42-2:05AM)
(SUSTAINING 2:05-2:12AM)

AVERAGE AUDIENCE {
(Households (000) & %) { 7.7* 7.6* 3,920
SHARE OF AUDIENCE % 14* 17* 4.7 4.7* 4.6*
AVG. AUD. BY ¼ HR. % 7.6 7.9 7.8 7.4 5.2 4.9 5.0 4.4 4.8 4.4 3.9

TOTAL AUDIENCE {
(Households (000) & %) { 4,250
5.1

ABC TV

ABC
WEEKEND
REPORT
SAT

AVERAGE AUDIENCE {
(Households (000) & %) { 4,080
SHARE OF AUDIENCE % 4.9
AVG. AUD. BY ¼ HR. % 10 4.9

W

E

E

K

2

TOTAL AUDIENCE {
(Households (000) & %) {

CBS TV

AVERAGE AUDIENCE {
(Households (000) & %) {
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE {
(Households (000) & %) {

NBC TV

12,000
14.4SATURDAY NIGHT
(11:30-12:51AM)
(SUSTAINING 12:51-1:00AM)

AVERAGE AUDIENCE {
(Households (000) & %) { 9.6* 8.1* 6.4*
SHARE OF AUDIENCE % 23* 23* 22*
AVG. AUD. BY ¼ HR. % 9.8 8.7 7.5 6.6 6.1

TV HOUSEHOLDS USING TV	WK 1	WK 2	WK 3	WK 4	WK 5	WK 6	WK 7	WK 8	WK 9	WK 10	WK 11	WK 12	WK 13	WK 14	WK 15	WK 16	WK 17	WK 18	WK 19	WK 20
(See Def. 1)	10.1	10.2	10.3	10.4	10.5	10.6	10.7	10.8	10.9	11.0	11.1	11.2	11.3	11.4	11.5	11.6	11.7	11.8	11.9	12.0

US TV Households 83,300,000

For explanation of symbols, See page A

EVE. SAT. JAN. 22, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. JAN 16 1983

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 13,330 16.0		{ 17,830 21.4		{ 25,700 31.4		{ 25,700 31.4		{ 25,700 31.4		{ 25,700 31.4		{ 25,700 31.4		{ 25,700 31.4	
	ABC TV	RIPLEY'S BELIEVE IT NOT (OP)		MATT HOUSTON (OP)		CELEBRITY DAREDEVILS											
	AVERAGE AUDIENCE (Households (000) & %)	{ 9,330 11.2		{ 13,580 16.3		{ 15,240 18.3		{ 15,240 18.3		{ 15,240 18.3		{ 15,240 18.3		{ 15,240 18.3		{ 15,240 18.3	
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %	{ 17 8.8		{ 24 14.3		{ 29 19.0		{ 29 19.0		{ 29 19.0		{ 29 19.0		{ 29 19.0		{ 29 19.0	
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 27,820 33.4		{ 35,240 42.3		{ 19,410 23.3		{ 19,830 23.8		{ 20,330 24.4		{ 21,410 25.7		{ 21,990 26.4		{ 21,990 26.4	
	CBS TV	(1) (-OP)		60 MINUTES		ARCHIE BUNKER'S PLACE		GLORIA (OP)		JEFFERSONS		ALICE SPECIAL		TRAPPER JOHN, M.D. (10:30-11:30PM)			
	AVERAGE AUDIENCE (Households (000) & %)	{ 28,070 33.7		{ 27,410 32.9		{ 17,580 21.1		{ 18,240 21.9		{ 18,910 22.7		{ 19,240 23.1		{ 17,080 20.5		{ 17,080 20.5	
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %	{ 53 40.2		{ 48 33.7		{ 31 21.2		{ 32 21.6		{ 33 22.2		{ 36 22.9		{ 38 23.3		{ 38 23.3	
W E K 3	TOTAL AUDIENCE (Households (000) & %)	{ 12,660 15.2		{ 16,660 20.0		{ 19,990 24.0		{ 19,990 24.0		{ 19,990 24.0		{ 19,990 24.0		{ 19,990 24.0		{ 19,990 24.0	
	NBC TV	VOYAGERS		CHIPS (OP)		NBC SUNDAY NIGHT MOVIE YOUNG FRANKENSTEIN(R) (OP)											
	AVERAGE AUDIENCE (Households (000) & %)	{ 9,000 10.8		{ 13,080 15.7		{ 13,080 15.7		{ 13,080 15.7		{ 13,080 15.7		{ 13,080 15.7		{ 13,080 15.7		{ 13,080 15.7	
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %	{ 16 8.2		{ 23 13.7		{ 25 15.7		{ 25 15.7		{ 25 15.7		{ 25 15.7		{ 25 15.7		{ 25 15.7	
W E K 4	TOTAL AUDIENCE (Households (000) & %)	{ 15,660 18.8		{ 18,240 21.9		{ 22,570 27.1		{ 22,570 27.1		{ 22,570 27.1		{ 22,570 27.1		{ 22,570 27.1		{ 22,570 27.1	
	ABC TV	RIPLEY'S BELIEVE IT NOT		MATT HOUSTON (OP)		ABC SUNDAY NIGHT MOVIE MALIBU, PART 1 (OP)											
	AVERAGE AUDIENCE (Households (000) & %)	{ 11,660 14.0		{ 15,160 18.2		{ 15,490 18.6		{ 15,490 18.6		{ 15,490 18.6		{ 15,490 18.6		{ 15,490 18.6		{ 15,490 18.6	
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %	{ 21 12.5		{ 22 13.4		{ 27 19.6		{ 28 19.0		{ 27 19.3		{ 29 19.8		{ 28 18.9		{ 28 17.7	
W E K 5	TOTAL AUDIENCE (Households (000) & %)	{ 28,490 34.2		{ 17,990 21.6		{ 17,160 20.6		{ 18,660 22.4		{ 17,910 21.5		{ 18,740 22.5		{ 18,740 22.5		{ 18,740 22.5	
	CBS TV	60 MINUTES		ARCHIE BUNKER'S PLACE		GLORIA (OP)		JEFFERSONS		ONE DAY AT A TIME		TRAPPER JOHN, M.D.					
	AVERAGE AUDIENCE (Households (000) & %)	{ 22,910 27.5		{ 16,410 19.7		{ 16,240 19.5		{ 16,410 19.7		{ 16,910 20.3		{ 15,490 18.6		{ 15,490 18.6		{ 15,490 18.6	
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %	{ 41 26.1		{ 41 27.9		{ 29 19.7		{ 28 18.9		{ 29 20.4		{ 29 20.0		{ 28 18.6		{ 30 18.5	
W E K 6	TOTAL AUDIENCE (Households (000) & %)	{ 2,990 15.6		{ 17,160 20.6		{ 26,240 31.5		{ 26,240 31.5		{ 26,240 31.5		{ 26,240 31.5		{ 26,240 31.5		{ 26,240 31.5	
	NBC TV	VOYAGERS		CHIPS (OP)		NBC SUNDAY NIGHT MOVIE THE A TEAM											
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,000 4.8		{ 14,080 16.9		{ 19,160 23.0		{ 19,160 23.0		{ 19,160 23.0		{ 19,160 23.0		{ 19,160 23.0		{ 19,160 23.0	
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %	{ 14 9.4		{ 18 12.1		{ 25 16.5		{ 35 21.7		{ 31 22.4		{ 34 23.6		{ 36 23.9		{ 37 23.5	
TV HOUSEHOLDS USING TV (See Def 1)		WK 1	WK 2	WK 3	WK 4	WK 5	WK 6	WK 7	WK 8	WK 9	WK 10	WK 11	WK 12	WK 13	WK 14	WK 15	WK 16
		57.6	67.7	68.6	67.7	68.2	68.5	68.4	67.3	66.5	64.6	62.1	58.4	56.2			
		58.7	68.4	69.8	70.5	69.9	70.4	69.6	68.6	66.2	64.6	63.0	60.6				

U.S. TV Households: 83,300,000

(1) CBS NFL PLAYOFF GAM

(2) CBS NFL PLAYOFF POST-SUN., CBS, (7:18-7:40PM) (S)

For explanation of symbols, See page A.

EVE.SUN. JAN.23, 1983

NielSEN NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. JAN 16 1983

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30
------	-------	-------	-------	-------	-------	-------	-------	-------	------	------	------	------	------	------	------

TOTAL AUDIENCE { 4,080
(Households (000) & %) { 4.9

ABC TV

ABC
WEEKEND
REPORT
SUN

AVERAGE AUDIENCE { 3,920
(Households (000) & %) { 4.7

SHARE OF AUDIENCE % 10

AVG. AUD. BY 1/4 HR. % 4.7

W

TOTAL AUDIENCE { 5,000
(Households (000) & %) { 6.0

CBS TV

TRAPPER JOHN,
M.D.
(10:30-11:30PM)CBS
SUNDAY
NEWS-
OSG000420
.5
CBS NIGHTWATCH-1-
SUN(B)

AVERAGE AUDIENCE { 4,830
(Households (000) & %) { 20.1*

SHARE OF AUDIENCE % 41*

AVG. AUD. BY 1/4 HR. % 21.2 19.1 5.8

K

1

TOTAL AUDIENCE { 1,500
(Households (000) & %) { 1.8

NBC TV

NBC LATE NIGHT MOVIE
F.D.B. THE LAST YEAR
(11:30-12:30AM)
(SUSTAINING 12:30-2:30AM)

AVERAGE AUDIENCE { 1,000
(Households (000) & %) { 1.2

SHARE OF AUDIENCE % 4*

AVG. AUD. BY 1/4 HR. % 1.4 1.4 1.3 1.2 .8

TOTAL AUDIENCE { 4,170
(Households (000) & %) { 5.0

ABC TV

ABC
WEEKEND
REPORT-
SUN.

AVERAGE AUDIENCE { 4,080
(Households (000) & %) { 4.9

SHARE OF AUDIENCE % 10

AVG. AUD. BY 1/4 HR. % 4.9

W

TOTAL AUDIENCE { 5,580
(Households (000) & %) { 6.7

CBS TV

CBS
SUNDAY
NEWS
OSG000

AVERAGE AUDIENCE { 5,250
(Households (000) & %) { 6.3

SHARE OF AUDIENCE % 13

AVG. AUD. BY 1/4 HR. % 6.3

E

E

K

2

TOTAL AUDIENCE { 2,750
(Households (000) & %) { 3.3

NBC TV

NBC LATE NIGHT MOVIE
SECRETS OF THE BERMUDA TRIANGLE
(11:30-12:44AM)
(SUSTAINING 12:44-1:30AM)

AVERAGE AUDIENCE { 2,000
(Households (000) & %) { 2.0*

SHARE OF AUDIENCE % 6*

AVG. AUD. BY 1/4 HR. % 2.0 2.0 2.1 1.9

TV HOUSEHOLDS USING TV WK 1
(See Def. 1) WK 2

31.0	26.7	23.8	21.2	19.0	16.2	14.5	13.0	11.3	10.2	9.5	8.4	7.0
30.3	26.5	24.5	21.2	19.3	17.8	15.9	13.4	11.5	9.6	8.1	6.8	5.9

U.S. TV Households: 83,300,000

For explanation of symbols, See page A

EVE.SUN. JAN.23, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. JAN. 10-14, 1981

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{		5,580 6.7		{		5,750 6.9		{		{		{		{	
	ABC TV	{		GOOD MORNING, AMERICA 730 (CO-OP) (PARTICIPATING)		{		GOOD MORNING, AMERICA 830 (CO-OP) (PARTICIPATING)		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		4,330 5.2		{		4,660 5.6		{		{		{		{	
	SHARE OF AUDIENCE %	{		28		{		27		{		{		{		{	
WEEK 2	AVG. AUD. BY ¼ HR. %	{		5.0 5.4		{		5.6 5.9		{		{		{		{	
	TOTAL AUDIENCE (Households (000) & %)	{		3,330 4.0		{		3,500 4.2		{		4,250 5.1		4,410 5.3		{	
	CBS TV	{		CBS MORNING NEWS 1		{		CBS MORNING NEWS 2		{		\$25,000 PYRAMID		CHILD'S PLAY		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		2,750 3.3		{		2,750 3.3		{		3,580 4.3		3,670 4.4		{	
WEEK 3	SHARE OF AUDIENCE %	{		17		{		16		{		20		20		{	
	AVG. AUD. BY ¼ HR. %	{		3.2 3.3		{		3.3 3.3		{		4.0 4.6		4.3 4.6		{	
	TOTAL AUDIENCE (Households (000) & %)	{		4,080 4.9		{		4,250 5.1		{		3,580 4.3		4,410 5.0		{	
	NBC TV	{		TODAY SHOW-7 30AM (CO-OP) (PARTICIPATING)		{		TODAY SHOW-8 30AM (CO-OP) (PARTICIPATING)		{		FACTS OF LIFE M-F		SALE OF THE CENTURY		{	
WEEK 4	AVERAGE AUDIENCE (Households (000) & %)	{		3,250 3.9		{		3,420 4.1		{		3,000 3.6		3,580 4.3		{	
	SHARE OF AUDIENCE %	{		21		{		20		{		17		20		{	
	AVG. AUD. BY ¼ HR. %	{		3.8 4.0		{		4.2 4.0		{		3.3 3.8		4.1 4.4		{	
	TOTAL AUDIENCE (Households (000) & %)	{		6,080 7.3		{		6,250 7.5		{		{		{		{	
WEEK 5	ABC TV	{		GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)		{		GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		4,750 5.7		{		5,000 6.0		{		{		{		{	
	SHARE OF AUDIENCE %	{		29		{		28		{		{		{		{	
	AVG. AUD. BY ¼ HR. %	{		5.5 5.9		{		5.9 6.2		{		{		{		{	
WEEK 6	TOTAL AUDIENCE (Households (000) & %)	{		3,830 4.6		{		4,080 4.9		{		4,750 5.7		4,500 5.4		{	
	CBS TV	{		CBS MORNING NEWS 1		{		CBS MORNING NEWS 2		{		\$25,800 PYRAMID		CHILD'S PLAY		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		3,170 3.8		{		3,330 4.0		{		4,080 4.9		3,830 4.6		{	
	SHARE OF AUDIENCE %	{		19		{		18		{		21		19		{	
WEEK 7	AVG. AUD. BY ¼ HR. %	{		3.8 3.8		{		3.9 4.0		{		4.7 5.1		4.6 4.6		{	
	TOTAL AUDIENCE (Households (000) & %)	{		4,080 5.1		{		4,080 4.9		{		4,080 4.9		4,660 5.6		{	
	NBC TV	{		TODAY SHOW 7 30AM (CO-OP) (PARTICIPATING)		{		TODAY SHOW-8 30AM (CO-OP) (PARTICIPATING)		{		FACTS OF LIFE M-F		SALE OF THE CENTURY		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		3,420 4.1		{		3,330 4.0		{		3,420 4.1		4,000 4.8		{	
WEEK 8	SHARE OF AUDIENCE %	{		21		{		18		{		17		20		{	
	AVG. AUD. BY ¼ HR. %	{		4.0 4.2		{		4.1 4.0		{		3.9 4.4		4.6 5.0		{	
	TV HOUSEHOLDS (INT. & EXT. SEE DEF. 1)	{		17.3 1.8		{		18.4 1.9		{		19.9 2.0		20.0 2.1		{	
	U.S. TV Households: 83,300,000	{		{		{		{		{		{		{		{	

For explanation of symbols, See page A

DAY MON.-FRI. JAN. 17-21, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. JAN. 10 14, 1983

		TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00				
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	5,500 6.6	LOVE BOAT DAYTIME			5,080 6.1	FAMILY FEUD		5,660 6.8	RYAN'S HOPE			10,660 12.8	ALL MY CHILDREN >(OP)(SUS-OP)			9,660 11.6	ONE LIFE TO LIVE				
	ABC TV																						
	AVERAGE AUDIENCE (Households (000) & %)	{	4,080 4.9	4.7*		5.1*	5.2		4,330 5.5	4,580 5.5		8,660 10.4	9.7*		11.2*		7,580 9.1	9.1*		9.0*			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	21 4.5	21*	4.9	21*	20 5.0	5.5	21 5.3	21 5.8	5.8	34 9.2	32*	10.3	36*	11.0	32 9.2	31*	8.8	32* 9.0			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	7,080 8.5	PRICE IS RIGHT 1 PRICE IS RIGHT 2 (OP)			8,750 10.5			9,250 11.1	YOUNG AND THE RESTLESS			7,660 9.2	AS THE WORLD TURNS >(SUS-OP)			5,160 6.2	CAPITOL				
	CBS TV																						
	AVERAGE AUDIENCE (Households (000) & %)	{	6,080 7.3		7,500 9.0				7,080 8.5	8.2*		6,330 7.6	8.7*		7.4*		4,830 5.8	7.8*		5.8			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	32 6.9		37 7.8				32 8.1	32*	8.4	30 8.6	31*	8.7	24*	7.4	21 7.7	33*	5.9	21 5.7			
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	{	5,100 6.2	WHEEL OF FORTUNE			3,250 3.9	HIT MAN		2,330 2.8	JUST MEN		2,670 3.2	SEARCH FOR TOMORROW			5,830 7.0	DAYS OF OUR LIVES >(SUS-OP)			4,830 5.8	ANOTHER WORLD	
	NBC TV																						
	AVERAGE AUDIENCE (Households (000) & %)	{	4,330 5.2		2,670 3.2				1,920 2.3			2,170 2.6		4,410 5.3	5.1*		3,500 4.2	4.2*		4.3*			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	23 5.3		13 5.2				9 3.2		2.4	10 2.6	21*	5.3	18*	5.5	15 4.2	14*	4.3	15* 4.4			
W E E K 4	TOTAL AUDIENCE (Households (000) & %)	{	6,500 7.8	LOVE BOAT DAYTIME >(MTWTF)(SUS-OP)			5,910 7.1	FAMILY FEUD		6,330 7.6	RYAN'S HOPE			11,330 13.6	ALL MY CHILDREN (OP)			9,330 11.2	ONE LIFE TO LIVE				
	ABC TV																						
	AVERAGE AUDIENCE (Households (000) & %)	{	5,000 6.0	5.8*		6.3*	6.0		5,330 6.4	8.6*		8,830 10.6	10.0*		11.2*		7,250 8.7	8.6*		8.9*			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	24 5.2	23*	6.0	24*	21 5.8	6.2	22 6.3	31*	6.5	31*	10.4	31*	11.2	34*	29 8.6	28*	8.5	30* 9.0			
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	{	6,660 8.0	PRICE IS RIGHT 1 PRICE IS RIGHT 2 (MTWTF)(SUS-OP) (OP)			8,410 10.1			9,910 11.9	YOUNG AND THE RESTLESS			8,330 10.0	AS THE WORLD TURNS			6,080 7.3	CAPITOL				
	CBS TV																						
	AVERAGE AUDIENCE (Households (000) & %)	{	5,580 6.7		7,250 8.7				7,330 8.8	8.6*		6,830 8.2	9.1*		7.9*		5,660 6.8	8.6*		6.8			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	27 6.3		34 7.2				31 8.6	31*	8.5	26 8.9	31*	26 9.2	24*	7.9	23 8.5	28*	8.6	23 6.7			
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	{	6,000 7.2	WHEEL OF FORTUNE (MTWTF)(SUS-OP)			4,000 4.0	HIT MAN		2,330 2.8	JUST MEN		3,000 3.6	SEARCH FOR TOMORROW			6,000 7.2	DAYS OF OUR LIVES			5,100 6.2	ANOTHER WORLD	
	NBC TV																						
	AVERAGE AUDIENCE (Households (000) & %)	{	5,250 6.3		3,000 3.6				1,920 2.3			2,330 2.8		4,580 5.5	5.3*		4,000 4.8	4.7*		4.8*			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	25 6.4		14 6.1				8 3.6		2.4	10 2.2	17 2.7	17*	18*	5.7	16 4.7	15*	4.6	16* 4.8			
TV HOUSEHOLDS USING TV		WK 1	25.1	26.3	27.8	27.2	27.8	28.8	29.8	30.0	30.2	29.1	28.9	27.5	28.3								
(See Def. 1)		WK 2	26.1	26.7	30.3	29.3	30.4	31.4	32.1	31.8	32.0	30.8	31.1	30.1	31.0								

U.S. TV Households 83,300,000

For explanation of symbols, See page A

DAY MON.-FRI. JAN. 17-21, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. JAN. 10-14, 1981

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------

W E E K 1	TOTAL AUDIENCE (Households (000) & %)		{ 10,910 13.1		GENERAL HOSPITAL		{ 3,500 4.2		EDGE OF NIGHT		{ 12,160 14.6		ABC WORLD NEWS TONIGHT	
	ABC TV													
	AVERAGE AUDIENCE (Households (000) & %)		{ 8,750 10.5		10.1*		10.8*		3,000 3.6		{ 10,830 13.0			
	SHARE OF AUDIENCE %		{ 34		34 *		33 *		11		{ 21			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{ 7,750 9.3		GUIDING LIGHT (OP)		{ 3,420 4.1		TATTLETALES		{ 14,910 17.9		CBS EVENING NEWS- RATHER	
	CBS TV													
	AVERAGE AUDIENCE (Households (000) & %)		{ 6,160 7.4		7.1*		7.7*		2,920 3.5		{ 13,410 16.1			
	SHARE OF AUDIENCE %		{ 24		24 *		24 *		10		{ 26			
W E E K 3	TOTAL AUDIENCE (Households (000) & %)		{ 4,410 5.3		FANTASY		{ 3,920 4.7		EDGE OF NIGHT (S)(OP)		{ 11,660 14.0		NBC NIGHTLY NEWS	
	NBC TV													
	AVERAGE AUDIENCE (Households (000) & %)		{ 3,000 3.6		3.4*		3.8*				{ 10,080 12.1			
	SHARE OF AUDIENCE %		{ 12		12 *		12 *				{ 20			
W E E K 4	TOTAL AUDIENCE (Households (000) & %)		{ 10,500 12.6		GENERAL HOSPITAL		{ 3,920 4.7		EDGE OF NIGHT (S)(OP)		{ 12,000 14.4		ABC WORLD NEWS TONIGHT	
	ABC TV													
	AVERAGE AUDIENCE (Households (000) & %)		{ 8,660 10.4		10.1*		10.6*		3,420 4.1		{ 10,750 12.9			
	SHARE OF AUDIENCE %		{ 31		31 *		30 *		11		{ 21			
W E E K 5	TOTAL AUDIENCE (Households (000) & %)		{ 8,580 10.3		GUIDING LIGHT (OP)		{ 3,670 4.4		TATTLETALES		{ 14,910 17.9		CBS EVENING NEWS- RATHER	
	CBS TV													
	AVERAGE AUDIENCE (Households (000) & %)		{ 6,910 8.3		8.1*		8.5*		3,000 3.6		{ 13,410 16.1			
	SHARE OF AUDIENCE %		{ 25		25 *		24 *		10		{ 26			
W E E K 6	TOTAL AUDIENCE (Households (000) & %)		{ 4,750 5.7		FANTASY		{ 3,920 4.7		EDGE OF NIGHT (S)(OP)		{ 11,910 14.3		NBC NIGHTLY NEWS	
	NBC TV													
	AVERAGE AUDIENCE (Households (000) & %)		{ 3,420 4.1		4.1*		4.2*				{ 11,910 14.3			
	SHARE OF AUDIENCE %		{ 12		12 *		12 *				{ 21			

TV HOUSEHOLDS (000) (See Def. 1)	34.4	36.9	38.7	37.4	40.4	42.9	44.1	46.0	47.8	51.1	54.5	57.4	59.7	61.2	61.4
U.S. TV Households	34.4	36.9	38.7	37.4	40.4	42.9	44.1	46.0	47.8	51.1	54.5	57.4	59.7	61.2	61.4

For explanation of symbols, See page A

DAY MON.-FRI. JAN. 17-21, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. JAN 14, 1983

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{					2,920 3.5		5,750 6.9		5,500 6.6	6,500 7.8		5,410 6.5		7,250 8.7		
	ABC TV						SUPERFRIENDS (OP)		PAC MAN/RASCALS/ RICHIE-1		PAC MAN/RASCALS/ RICHIE-2	PAC MAN/RASCALS/ RICHIE-3		SCOOBY DOO/PUPPY HOUR-1		SCOOBY DOO/PUPPY HOUR-2 (OP)		
	AVERAGE AUDIENCE (Households (000) & %)	{					2,250 2.7		4,580 5.5		4,910 5.9	5,410 6.5		4,500 5.4		5,910 7.1		
	SHARE OF AUDIENCE %	{					21		30		25	25		20		24		
	AVG. AUD. BY 1/4 HR.	%					2.2	3.3	4.9	6.0	6.1	5.7	6.6	6.4	5.3	5.4	6.9	7.2
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	2,170 1.4				1,580 1.9		2,170 2.6		3,500 4.2	6,250 7.5				8,910 10.7		
	CBS TV		CAPTAIN KANGAROO-SAT →				SPEED BUGGY (OP)		PANDAMONIUM (OP)		GILLIGAN'S PLANET (OP)	BUGS BUNNY/ROAD RUNNER 1 (OP)		BUGS BUNNY/ROAD RUNNER 2 (10:30-11:30AM) (OP)				
	AVERAGE AUDIENCE (Households (000) & %)	{	580 .7				1,080 1.3		1,580 1.9		2,830 3.4	3,750 4.5				5,580 6.7		
	SHARE OF AUDIENCE %	{	10	10 *		11 *	10		10		14	17	15 *		19 *	21	21 *	
	AVG. AUD. BY 1/4 HR.	%	.6	.6	.8	.9	1.0	1.6	1.7	2.0	3.1	3.6	3.4	4.1	4.9	5.4	6.0	6.4
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	{					4,170 5.0		5,750 6.9		8,660 10.4	9,750 11.7		9,750 11.7		7,410 8.9		
	NBC TV						FLINTSTONE FUNNIES (OP)		SHIRT TALES (OP)		SMURFS I	SMURFS II		SMURFS III (OP)		GARY COLEMAN SHOW (OP)		
	AVERAGE AUDIENCE (Households (000) & %)	{					3,250 3.9		4,830 5.8		7,580 9.1	8,410 10.1		8,250 9.9		6,410 7.7		
	SHARE OF AUDIENCE %	{					30		31		39	39		36		25		
	AVG. AUD. BY 1/4 HR.	%					3.3	4.5	5.3	6.2	8.4	9.8	10.3	10.0	10.1	9.6	7.7	7.8
W E E K 4	TOTAL AUDIENCE (Households (000) & %)	{					3,250 3.9		4,830 5.8		7,580 9.1	8,410 10.1		8,250 9.9		6,410 7.7		
	ABC TV						SUPERFRIENDS (OP)		PAC-MAN/RASCALS/ RICHIE-1		PAC-MAN/RASCALS/ RICHIE-2	PAC-MAN/RASCALS/ RICHIE-3		SCOOBY DOO/PUPPY HOUR-1		SCOOBY DOO/PUPPY HOUR-2 (OP)		
	AVERAGE AUDIENCE (Households (000) & %)	{					2,250 2.7		4,410 5.3		6,250 7.5	6,330 7.6		6,330 7.6		7,080 8.5		
	SHARE OF AUDIENCE %	{					21		28		33	30		26		26		
	AVG. AUD. BY 1/4 HR.	%					2.1	3.3	4.6	6.1	7.4	7.6	7.5	7.6	7.5	7.6	8.7	8.4
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	{	2,080 2.5				2,750 3.3		3,830 4.6		4,250 5.1	7,830 9.4				10,080 12.1		
	CBS TV		CAPTAIN KANGAROO-SAT →				SPEED BUGGY (OP)		PANDAMONIUM (OP)		GILLIGAN'S PLANET (OP)	BUGS BUNNY/ROAD RUNNER 1 (OP)		BUGS BUNNY/ROAD RUNNER 2 (10:30-11:30AM) (OP)				
	AVERAGE AUDIENCE (Households (000) & %)	{	1,250 1.5	1.1 *		1.8 *	2,080 2.5		3,170 3.8		3,080 3.7	4,500 5.4	4.9 *		5.8 *	7.7	7.4 *	
	SHARE OF AUDIENCE %	{	21	19 *		20 *	20		20		17	20	19 *		20 *	24	23 *	
	AVG. AUD. BY 1/4 HR.	%	1.1	1.2	1.6	1.9	2.3	2.8	3.8	3.8	3.6	3.9	4.6	5.1	5.3	6.3	7.2	7.6
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	{					3,250 3.9		4,830 5.8		6,160 7.4	7,910 9.5		7,830 9.4		6,000 7.2		
	NBC TV						FLINTSTONE FUNNIES (OP)		SHIRT TALES (OP)		SMURFS I	SMURFS II		SMURFS III (OP)		GARY COLEMAN SHOW (OP)		
	AVERAGE AUDIENCE (Households (000) & %)	{					2,330 2.8		4,080 4.9		5,160 6.2	6,410 7.7		6,750 8.1		4,830 5.8		
	SHARE OF AUDIENCE %	{					22		26		28	31		28		18		
	AVG. AUD. BY 1/4 HR.	%					2.4	3.3	4.7	5.1	5.6	6.8	7.5	7.9	8.2	8.0	6.0	5.7

TV HOUSEHOLDS USING TV WK 1	11.1	7.7	10.1	12.8	14.1	14.4	20.5	23.3	25.0	26.2	27.5	28.2	29.1	30.3	31.0
(See Def. 1) WK 2	11.4	7.5	11.6	13.3	14.1	14.9	21.4	23.1	25.0	26.5	27.9	30.3	32.3	33.3	33.1

U.S. TV Households 83,100,000

For explanation of symbols, see page A.

DAY SAT. JAN. 22, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. JAN. 15, 1983

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	6,000 7.2	7,500 9.0		6,500 7.8		7,080 8.5									
	ABC TV		MORK/LAVERNE/ FONZ HOUR-1	MORK/LAVERNE/ FONZ HOUR-2 (OP)		ABC WEEKEND SPECIALS THE HAUNTED MANSION MYSTERY		AMERICAN BANDSTAND '83									
	AVERAGE AUDIENCE (Households (000) & %)	{	5,330 6.4	6,250 7.5		5,600 6.6		4,330 5.2									
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR.	%	20 6.2	22 6.6	7.5	18 6.4		13 5.4	5.3*				5.0*				
2	TOTAL AUDIENCE (Households (000) & %)	{		4,580 5.5		11,080 13.3		29,650 35.6									
	CBS TV		BUGS BUNNY/ROAD RUNNER 2 (10:30-11:30AM) (OP)	MEATBALL & SPAGHETTI (OP)		CBS NFL PLAYOFF PRE SAT		CBS NFL PLAYOFF GAME SAT MINN. VS. WASH. (10:00-11PM)									
	AVERAGE AUDIENCE (Households (000) & %)	{		3,920 4.7		8,500 10.2		17,160 20.6									
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR.	%	7.3 7.1	14 4.8	4.7	29 9.2	11.2	47 15.9	16.7*	19.3*			20*			23.3*	
1	TOTAL AUDIENCE (Households (000) & %)	{	6,080 7.3	7,330 8.8		5,200 6.3		3,170 3.8									
	NBC TV		HULK/SPIDERMAN 1	HULK/SPIDERMAN 2 (OP)		JETSONS		FLASH GORDON									
	AVERAGE AUDIENCE (Households (000) & %)	{	4,910 5.9	6,580 7.9		3,920 4.7		2,920 3.5									
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR.	%	18 6.1	23 7.0		13 4.7		9 3.7									
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{															
	ABC TV		MORK/LAVERNE/ FONZ HOUR-1	MORK/LAVERNE/ FONZ HOUR-2 (OP)		ABC WEEKEND SPECIALS THE TROUBLE WITH MISS SWITCH, PART 1		AMERICAN BANDSTAND '83									
	AVERAGE AUDIENCE (Households (000) & %)	{	5,160 6.2	6,160 7.4		5,400 6.5		4,000 4.8									
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR.	%	19 6.3	21 6.1	7.7	16 6.4	6.7	10 4.8	4.7*								
2	TOTAL AUDIENCE (Households (000) & %)	{		4,830 5.8		14,580 17.5		40,000 48.1									
	CBS TV		BUGS BUNNY/ROAD RUNNER 2 (10:30-11:30AM) (OP)	MEATBALL & SPAGHETTI (OP)		NFC CHAMPIONSHIP PRE CBS		NFC CHAMPIONSHIP GAME CBS DALLAS VS. WASHINGTON (12:30-3:45PM)									
	AVERAGE AUDIENCE (Households (000) & %)	{		3,920 4.7		11,580 13.9		26,100 32.4									
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR.	%	8.1 8.1	15 4.8		35 11.9	17.9	53 26.0	24.1*	32.2*			32.0*			36.9*	
2	TOTAL AUDIENCE (Households (000) & %)	{	5,080 6.1			3,800 4.6		1,000 1.2									
	NBC TV		HULK/SPIDERMAN 1	HULK/SPIDERMAN 2 (OP)		JETSONS		FLASH GORDON									
	AVERAGE AUDIENCE (Households (000) & %)	{	4,410 5.3	5,480 6.7		3,250 3.9		3,420 4.1									
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR.	%	16 5.2	19 5.3	6.8	9 4.0	3.9	9 4.1	4.1								
TV HOUSEHOLDS USING TV																	
(See Def. 1)																	
U.S. TV Households																	

For explanation of symbols See page A

DAY SAT. JAN. 22, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. JAN. 15, 1981

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	11,330 13.6															
	ABC TV	PRO BOWLERS TOUR SPEC MULT. SEGMENT TELECAST															
	AVERAGE AUDIENCE (Households (000) & %)	5,500 6.6 5.3* 6.7* 7.5*															
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %	12 10* 12* 13* 5.4 5.0 6.6 6.9 7.5 7.5 7.5															
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	13,410 16,410 16.1 19.7															
	CBS TV	EAST/WEST HURRICANE GAME															
	AVERAGE AUDIENCE (Households (000) & %)	13,240 4,750 22.7* 15.9 5.7 6.9* 5.0* 4.4* 5.2* 5.3* 5.4*															
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %	50* 36 11 15* 10* 9* 10* 10* 10* 23.0 22.3 15.9 10.2 7.6 6.2 5.1 4.9 4.5 4.3 5.1 5.3 5.3 5.4 5.2 5.5															
WEEK 3	TOTAL AUDIENCE (Households (000) & %)	31,990 38.4															
	NBC TV	NCAA BASKETBALL NORTH CAROLINA VS VIRGINIA (1:30-3:51PM) (S)(OP) SUPER BOWL TOWN RD 2-SA NEW YORK JETS VS LOS ANGELES RAIDERS (4:30-7:07PM)															
	AVERAGE AUDIENCE (Households (000) & %)	18,660 4.7* 10.2* 22.4 17.3* 21.3* 24.3* 22.0* 23.8* 25.4*															
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %	10* 23* 44 38* 45* 49* 43* 44* 44* 15.2 12.0 12.0 10.1 10.1 10.1 10.1 10.1 10.1 10.1 10.1 10.1 10.1 10.1 10.1 10.1															
WEEK 4	TOTAL AUDIENCE (Households (000) & %)	7,080 8.5 6.7* 8.8* 9.5* 10,580															
	ABC TV	PRO BOWLERS TOUR SPECIAL (3:30-5:05PM) (S)(OP) ABC WIDE WORLD-SPORTS SAT 5:05-6:30PM (OP)															
	AVERAGE AUDIENCE (Households (000) & %)	17 13* 18* 20* 24 12.0* 12.3* 13.6*															
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %	5.8 7.7 8.4 9.1 9.4 9.7 11.5 12.4 12.4 12.2 13.6 13.5															
WEEK 5	TOTAL AUDIENCE (Households (000) & %)	23,100 27.8 16,080 19.3 15,160 18.2															
	CBS TV	NFC CHAMPIONSHIP POST CBS (1:4-4:00PM) (OP) CBS SPORTS SATURDAY CBS NCAA BASKETBALL-SAT VARIOUS TEAMS AND TIMES- MULTI-SEGMENT TELECAST															
	AVERAGE AUDIENCE (Households (000) & %)	37.7* 25.3 11,080 6,460 70* 50 13.3 13.8* 12.9* 7.4 8.4* 6.4* 7.1* 7.5*															
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %	38.0 37.4 29.0 24.3 14.5 13.2 13.1 12.6 9.0 7.7 6.4 6.3 7.1 7.2 7.3 7.8															
WEEK 6	TOTAL AUDIENCE (Households (000) & %)	10,000 12.0															
	NBC TV	NCAA BASKETBALL VAR. ODDS TEAMS AND TIMES- MULTI-SEGMENT TELECAST BOB HOPE GOLF SAT MULTI-SEGMENT TELECAST (OP) NBC NIGHTLY NEWS-SAT															
	AVERAGE AUDIENCE (Households (000) & %)	4,330 1.2* 2.8* 5.2 3.6* 4.0* 5.7* 7.0*															
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %	2* 5* 11 8* 8* 12* 14* 1.1 1.3 2.3 3.4 3.1 3.7 4.1 3.9 5.3 6.1 6.7 7.4 12.4 13.0															
TV HOUSEHOLDS USING TV WK 1		45.3	45.5	46.2	47.2	48.8	50.4	51.7	52.7	54.8	56.6	57.5	59.4	61.2			
(See Def. 1) WK 2		45.4	46.0	47.9	48.3	49.0	49.2	51.1	51.4	52.7	55.1	57.1	58.6	59.7			

U.S. TV HOUSEHOLDS BY ZIP CODE
(1) CBS NFL PLAYOFF POST SAT (12:30-3:31PM) (S)
(2) NFC CHAMPIONSHIP POST CBS (12:30-3:41PM) (S)

For explanation of symbols, See page A

DAY SAT. JAN. 22, 1981

NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. JAN. 16, 1981

TIME 11:00 11:15 11:30 11:45 12:00 12:15 12:30 12:45 1:00 1:15 1:30 1:45 2:00 2:15 2:30 2:45

TOTAL AUDIENCE
(Households (000) & %)

7,000
8.4

THIS WEEK-DAVID DRINKLEY DIRECTIONS
(SUS)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

4,330
5.2 4.7* 5.6*
15 14* 16*
4.8 4.7 5.3 5.9

W

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E

K

1

TOTAL AUDIENCE
(Households (000) & %)

4,660
5.6
FACE THE NATION

8,660
8.0

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

3,750
4.5
13
4.9 4.2

2,500
3.0 2.6* 2.8* 3.6* 3.0*
7 6* 6* 8* 6*
2.7 2.6 2.6 3.0 3.8 3.3 2.8 3.2

CBS NCAA BASKETBALL
DEPAUL VS LOUISVILLE
(1:00-3:03PM)

TOTAL AUDIENCE
(Households (000) & %)

2,000 9,500 33,070
2.4 11.4 39.7
MEET THE PRESS NFL '82-NBC

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %
(Households (000) & %)

1,500 6,750 20,240
1.8 8.1 24.3 16.5*
6 25 54 43*
2.0 1.7 6.6 9.6 14.8 18.3 21.1 23.1 24.8 25.9 25.3 26.8 27.9 27.8
4,170
5.0

SUPER BOWL TOURN RD.2-SU
SAN J EGO VS MIAMI
(12:30-3:35PM)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

2,830
3.4 3.6* 3.3*
9 10* 9*
3.5 3.6 3.3 3.2

W

E

E

K

2

TOTAL AUDIENCE
(Households (000) & %)

4,750
5.7
FACE THE NATION

7,330
8.8

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

3,920
4.7
19
4.5 4.8

2,670
3.2 3.2* 2.5* 2.7* 4.2*
6 7* 5* 5* 8*
3.7 2.8 2.7 2.3 2.5 2.8 4.2 4.2

CBS NCAA BASKETBALL
MEMPHIS STATE VS N. CAROLINA STATE
(1:00-3:04PM)

TOTAL AUDIENCE
(Households (000) & %)

3,500 15,330 42,480
4.2 18.4 51.0
MEET THE PRESS NFL '82-NBC

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

2,920 12,160 27,910
3.5 14.6 33.5 27.1* 32.0* 34.5* 31.9*
10 35 62 56* 61* 64* 60*
3.4 3.7 12.2 17.0 25.0 29.2 31.1 32.9 34.2 34.9 31.0 32.8

AFC CHAMPIONSHIP GAME
NEW YORK JETS VS MIAMI
(1:00-4:25PM)

TV HOUSEHOLDS USING TV	WK. 1	30.8	31.9	32.5	33.9	35.0	36.8	38.3	39.5	41.0	43.5	45.0	45.6	46.4	46.7	46.6	47.5
(See Def. 1)	WK. 2	32.7	34.6	35.5	36.5	36.9	38.5	42.1	45.6	48.4	50.1	51.1	52.1	52.1	52.5	51.3	51.8

U.S. TV Households: 83,300,000

For explanation of symbols, See page A

DAY SUN. JAN. 23, 1983

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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TOTAL AUDIENCE
(Households (000) & %)

7,000
8.4

← THIS WEEK-DAVID BRINKLEY →

DIRECTIONS
(SUS)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

4,330
5.2 4.7* 5.6*
15 14* 16*
4.8 4.7 5.3 5.9

W

E

E

K

1

TOTAL AUDIENCE
(Households (000) & %)

4,660
5.6

FACE THE NATION

6,660
8.0

CBS NCAA BASKETBALL
DEPAUL VS LOUISVILLE
(1:00-3:03PM)

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

3,750
4.5
13
4.9 4.2

2,500
3.0 2.6* 2.1* 3.6* 3.0*
7 6* 6* 8* 6*
2.7 2.6 2.6 3.0 3.8 3.3 2.8 3.2

TOTAL AUDIENCE
(Households (000) & %)

2,000 9,500 33,070
2.4 11.4 39.7

MEET THE PRESS

NFL '82-NBC

SUPER BOWL TOURN RD 2-SU
SAN D EGO VS MIAMI
(12:30-3:39PM)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

1,500 6,750 20,240
1.8 8.1 24.3 16.5*
6 25 54 43*
2.0 1.7 6.6 9.6 14.8 18.3

22.1* 25.4* 26.1* 27.8*
53* 57* 56* 59*
21.1 23.1 24.8 25.9 25.3 26.8 27.9 27.8

(Households (000) & %)

4,170
5.0

← THIS WEEK-D. BRINKLEY(B) →

DIRECTIONS
(SUS)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

2,830
3.4 3.6* 3.3*
9 10* 9*
3.5 3.6 3.3 3.2

W

E

E

K

2

TOTAL AUDIENCE
(Households (000) & %)

4,750
5.7

FACE THE NATION

7,330
8.8

CBS NCAA BASKETBALL
MEMPHIS STATE VS N. CAROLINA STATE
(1:00-3:04PM)

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

3,920
4.7
13
4.5 4.8

2,670
3.2 3.2* 2.5* 2.7* 4.2*
6 7* 5* 5* 8*
3.7 2.8 2.7 2.3 2.5 2.8 4.2 4.2

TOTAL AUDIENCE
(Households (000) & %)

3,500 15,330 42,480
4.2 18.4 51.0

MEET THE PRESS

NFL '82-NBC

AFC CHAMPIONSHIP GAME
NEW YORK JETS VS MIAMI
(1:00-4:23PM)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

2,920 12,160 27,910
3.5 14.6 33.5 27.1*
10 35 62 56*
3.4 3.7 12.2 17.0 25.0 29.2 31.1 32.9 34.2 34.9 31.0 32.8

32.0* 34.5* 31.9*
61* 64* 60*
32.9 34.2 34.9 31.0 32.8

TV HOUSEHOLDS USING TV	WK 1	10.8	31.9	32.5	33.9	35.0	36.8	38.3	39.5	41.0	43.5	45.0	45.6	46.4	46.7	46.6	47.5
(See Def. 1)	WK 2	12.7	34.6	35.5	36.5	36.9	38.5	42.1	45.6	48.4	50.1	51.1	52.1	52.1	52.5	51.3	51.8

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

		TIME																													
		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45														
W E K 1	TOTAL AUDIENCE (Households (000) & %)																	8,250 9.9													
	ABC TV																	ABC WRD NEWS TONIGHT-SUN													
	AVERAGE AUDIENCE (Households (000) & %)																	6,660 8.0													
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	13 8.1	7.9												
E K 2	TOTAL AUDIENCE (Households (000) & %)	3,750 4.5	11,750 14.1		44,400 53.3																										
	CBS TV	(1) CBS NCAA BASKETBALL POST (3:03-3:30PM)(OP)		CBS NFL PLAYOFF PRE SUN		CBS NFL PLAYOFF GAME SUN GREEN BAY V. JACKSONVILLE (4:00-5:00PM)																									
	AVERAGE AUDIENCE (Households (000) & %)	3,000 3.6	8,910 10.7		26,660 32.0										24.2*	29.8*	31.5*	31.1*	30.4	31.8											
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	7 3.2	22 3.9		57 21.9										49*	57*	59*	59*	59.1	58.3											
W E K 2	TOTAL AUDIENCE (Households (000) & %)	14,990 18.0																6,000 7.2													
	NBC TV	SUPER BOWL TOURN RD 2-SU SAN DIEGO VS MIAMI (12:30-3:30PM)(OP)		SUPER BOWL TOURN POST SU (3:39-4:00PM) (OP)																NBC NIGHTLY NEWS-SUN											
	AVERAGE AUDIENCE (Households (000) & %)	13,330 28.2*		16.0 58*																4,750 5.7											
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	20.0 20.0		27.0 27.0		17.0 17.0		15.1 15.1																5.3 8.1							
W E K 2	TOTAL AUDIENCE (Households (000) & %)																	6,080 9.7					7,080 8.5								
	ABC TV																	U.S. AMATEUR BOXING CHAMP								ABC WRD NEWS SUN(B)					
	AVERAGE AUDIENCE (Households (000) & %)																	4,250 5.1	3.8*	5.5*	6.0*					6,330 7.6					
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	10 3.3	7*	11*	11*	6.1	5.8					13 7.2		8.0	
E K 2	TOTAL AUDIENCE (Households (000) & %)	11,580 13.9																			12,080 14.5										
	CBS TV	(2) GRAND PRIX TENNIS-SUN (3:00-5:00PM) (OP)																CBS EVENING NEWS-DEAN													
	AVERAGE AUDIENCE (Households (000) & %)	3,080 3.7	2.0*	2.0*		2.5*		4.9*	5.6*	5.0*					10,080 12.1																
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	7 2.0	4*	3*		4*		9*	11*	10*					20 11.1		13.0														
W E K 2	TOTAL AUDIENCE (Households (000) & %)																	21,870 23.4					19,490 23.4								
	NBC TV	AFC CHAMPIONSHIP GAME NEW YORK JETS VS MIAMI (1:00-4:25PM) (OP)																NFC CHAMPIONSHIP POST-GP (4:25-4:50PM) (OP)				BOB HOPE GOLF-SUN (4:45-7:00PM) (OP)									
	AVERAGE AUDIENCE (Households (000) & %)	36.3*																18.1*	4,080 10.9	11.1*	10.6*	9.6*	10.7*								
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	65*																22.5	21	22*	21*	17*	18*								
TV HOUSEHOLDS USING TV (See Def. 1)		WK 1	50.5	51.0	51.4	51.8	52.2	52.6	53.0	53.4	53.8	54.2	54.6	55.0	55.4	55.8	56.2	56.6	57.0												
		WK 2	50.5	51.0	51.4	51.8	52.2	52.6	53.0	53.4	53.8	54.2	54.6	55.0	55.4	55.8	56.2	56.6	57.0												

U.S. TV Households, 83,300,000

(1) CBS NCAA BASKETBALL, DE PAUL VS LOUISVILLE, CBS, (1:00-3:03PM)

A-37(2) CBS NCAA BASKETBALL, MINNAPOLIS STATE VS N. CAROLINA STATE, CBS, (1:00-3:04PM)

For explanation of symbols, See page A

DAY SUN. JAN. 23, 1983

OTHER PROGRAMS:

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG AUD. BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG AUD. BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
EVENING MONDAY																	
NBC NBC NEWS CAPSULE-2-MON(SUS)	2	9.56- 9.57PM	9.45														
EVENING TUESDAY																	
NBC NBC NEWS CAPSULE-2-TUE(SUS)	1	9.58- 9.59PM	9.45														
EVENING WEDNESDAY																	
NBC NBC NEWS CAPSULE-2-WED(SUS)	2	9.58- 9.59PM	9.45														
EVENING THURSDAY																	
NBC NBC NEWS CAPSULE-2-THU(SUS)	1	9.58- 9.59PM	9.45														
EVENING FRIDAY																	
NBC NBC NEWS CAPSULE-2-FRI(SUS)	2	9.58- 9.59PM	9.45														
EVENING SATURDAY																	
ABC ABC SPORTS UPDATE SAT		8.58- 8.59PM	8.45	14,580	17.5	14,580	17.5	28	17.5		13,990	16.8	13,990	16.8	26	16.8	
ABC ABC NEWSBRIEF-SAT.		9.58- 9.59PM	9.45	16,410	19.7	16,410	19.7	32	19.7		16,330	19.6	16,330	19.6	31	19.6	
CBS NEWSBREAK SAT.		8.58- 8.59PM	8.45	10,750	12.9	10,750	12.9	20	12.9		8,160	9.8	8,160	9.8	15	9.8	
NBC NBC NEWS CAPSULE SAT		8.58- 8.59PM	8.45	9,080	10.9	9,080	10.9	17	10.9		13,490	16.2	13,490	16.2	25	16.2	
NBC NBC NEWS CAPSULE-2-SAT.	2	9.58- 9.59PM	9.45								8,500	10.2	8,500	10.2	16	10.2	
EVENING SUNDAY																	
ABC ABC SPORTS UPDATE-SUN	1	7.33- 7.35PM	7.30	10,830	13.0	10,500	12.6	19	12.6								
ABC ABC NEWSBRIEF-SUN.	1	8.32- 8.33PM	8.30	14,240	17.1	14,240	17.1	25	17.1								
ABC ABC SPORTS UPDATE-SUN	2	8.30- 8.31PM	8.30								14,910	17.9	14,910	17.9	25	17.9	
ABC ABC NEWSBRIEF-SUN.	2	10.01-10.02PM	10.00								15,240	18.3	15,240	18.3	28	18.3	
CBS CBS NFL PLAYOFF GAME-SUN(S)	1	4.00- 7.18PM	7.15	44,400	53.3	26,660	32.0	57	38.4								
CBS NEWSBREAK-SUN.	2	8.58- 8.59PM	8.45								14,830	17.8	14,830	17.8	25	17.8	
	1	9.28- 9.29PM	9.15	16,080	19.3	16,080	19.3	28	19.3								
NBC NBC NEWS CAPSULE SUN		8.58- 8.59PM	8.45	10,330	12.4	10,330	12.4	18	12.4		11,830	14.2	11,830	14.2	20	14.2	
NBC NBC NEWS CAPSULE-2-SUN.	1	9.52- 9.53PM	9.45	12,000	14.4	12,000	14.4	22	14.4								
EVENING MONDAY-FRIDAY																	
ABC ABC NEWSBRIEF M-F	2	>	8.45								14,830	17.8	13,910	16.7	25	22.8	
	1	>	9.45	13,990	16.8	14,080	16.9	25	16.4	M-F						18.0	
			10.00						16.2	MON.						10.9	
		11.30- 11.31PM	11.30	7,000	8.4	5,660	6.8	19	7.7	M-F	7,330	8.8	5,830	7.0	20	7.8	
			11.35						5.9	M-F						6.3	
			11.00													5.4	
ABC VIEWPOINT(S)	2	11.30- 1.31AM	11.30								6,910	8.3	3,330	4.0	17	6.7	
			11.45											6.1*	18*	5.6	
			12.00													4.3	
			12.15											3.8*	15*	3.4	
			12.30													3.4	
			12.45											3.3*	17*	3.3	
CONT'D																	

OTHER PROGRAMS:

				WEEK 1						WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD BY 1/2 HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD BY 1/2 HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%		
EVENING MONDAY-FRIDAY-CONT'D																	
ABC VIEWPOINT(S)-CONT'D			1.00													3.0	TUE.
			1.15													2.6	TUE.
			1.30													1.8	TUE.
ABC LAST WORD		>	12.00	3,500	4.2	2,330	2.8	11	3.4	M-F	3,750	4.5	2,500	3.0	12	3.9	MON-THU
			12.15				3.1*	11*	2.8	M-F				3.5*	13*	3.2	MON-THU
			12.30						2.6	M-F						2.7	MON-THU
			12.45				2.4*	11*	2.3	M-F				2.5*	12*	2.2	MON-THU
			1.00						2.1	M & TH						1.9	MON.
CBS NEWSBREAK-M-F		>	8.45	13,410	16.1	13,080	15.7	23	16.0	M-F	12,580	15.1	12,580	15.1	22	14.7	M-F
CBS LATE MOVIE I		>	11.30	8,160	9.8	5,580	6.7	22	6.9	M-F	8,000	9.6	5,410	6.5	22	7.1	M-F
			11.45				6.7*	19*	6.6	M-F				6.9*	20*	6.7	M-F
			12.00						6.7	M-F						6.4	M-F
			12.30				6.8*	24*	6.8	M-F				6.3*	23*	6.3	M-F
			1.00						6.4	M-F						5.8	M-F
CBS LATE MOVIE II		>	12.30	4,830	5.8	3,670	4.4	24	4.9	M-F	4,330	5.2	3,580	4.3	24	4.7	M-F
			12.45						4.9	M-F				6.0*	23*	4.6	M-F
			1.00						4.4	M-F						4.3	M-F
			1.15				4.2*	25*	4.0	M-F				4.1*	25*	3.9	M-F
			1.30						4.2	M & F						3.1	M & TH
VARIOUS TIMES (SUS)																	
CBS CBS NEWS NIGHTWATCH-1		2.00- 2.30AM	2.00	1,500	1.8	1,250	1.5	17	1.7	M-TH	1,830	2.2	1,580	1.9	22	2.1	M-THSU
			2.15						1.3	M-TH						1.7	M-THSU
CBS CBS NEWS NIGHTWATCH 2		2.30- 6.00AM	2.30	2,420	2.9	830	1.0	21	1.6	M-THSU	2,330	2.8	830	1.0	23	1.6	M-THSU
			2.45				1.5*	21*	1.4	M-THSU				1.5*	22*	1.4	M-THSU
			3.00						1.4	M-THSU						1.4	M-THSU
			3.15				1.3*	23*	1.2	M-THSU				1.3*	25*	1.2	M-THSU
			3.30						1.2	M-THSU						1.1	M-THSU
			3.45				1.1*	23*	1.0	M-THSU				1.1*	26*	1.1	M-THSU
			4.00						1.0	M-THSU						1.1	M-THSU
			4.15				1.0*	24*	.9	M-THSU				1.0*	27*	1.0	M-THSU
			4.30						.9	M-THSU						.9	M-THSU
			4.45				.9*	24*	.8	M-THSU				.9*	27*	.8	M-THSU
			4.55						.8	M-THSU						.7	M-THSU
			5.30				.7*	18*	.8	M-THSU				.7*	19*	.7	M-THSU
			5.45														
NBC NBC NEWS CAPSULE-M-F			8.45	10,250	12.3	10,250	12.3	18	12.9	M-F	11,160	13.4	11,160	13.4	19	13.4	M-F
			9.00						9.9	TUE.							
NBC NBC NEWS CAPSULE-2-M-F	1	>	9.45	9,910	11.9	9,910	11.9	18	11.9	MWF	10,330	12.4	10,330	12.4	19	12.4	TU&TH
	2	9.58- 9.59PM	9.45														
NBC TODAY SHOW		11.30- 12.30AM	11.30	10,080	12.1	6,250	7.5	23	8.7	M-F	9,000	10.8	5,000	6.0	19	7.8	M-F
			11.45				8.2*	23*	7.6	M-F				7.1*	20*	6.3	M-F
			12.00						7.4	M-F						5.5	M-F
			12.15				6.8*	24*	6.2	M-F				5.0*	19*	4.5	M-F
NBC DAVID LETTERMAN I		12.30- 1.00AM	12.30	3,670	4.4	2,920	3.5	17	3.8	M-TH	3,000	3.6	2,580	3.1	16	3.2	M-TH
			12.45						3.3	M-TH						3.0	M-TH
NBC SCTV NETWORK CONT'D		12.30- 2.00AM	12.30	6,080	7.3	2,920	3.5	15	5.1	FRI.	5,500	6.6	2,670	3.2	14	3.7	FRI.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1								WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD BY % HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				
EVENING MONDAY-FRIDAY-CONT'D																			
NBC SCTV NETWORK-CONT'D				12.45				4.5*	15*	3.9	FRI.					3.6*	13*	3.5	FRI.
				1.00						3.4	FRI.							3.2	FRI.
				1.15				3.3*	14*	3.2	FRI.					3.3*	15*	3.3	FRI.
				1.30						2.6	FRI.							2.8	FRI.
				1.45				2.6*	14*	2.6	FRI.					2.8*	16*	2.7	FRI.
NBC DAVID LETTERMAN II				1.00- 1.30AM	1.00	2,670	3.2	2,170	2.6	17	2.8	M-TH	2,580	3.1	2,170	2.6	17	2.8	M-TH
				1.15						2.3	M-TH						2.4	M-TH	
NBC NBC NEWS OVERNIGHT-M-F				>	1.30	1,580	1.9	1,250	1.5	13	1.4	M-F	1,670	2.0	1,250	1.5	14	1.6	M-F
					1.45			1.3*	11*	1.4	M-TH					1.6*	14*	1.6	M-TH
					2.00					1.6	TU-F							1.4	M-F
					2.15			2.2*	15*	1.6	TU-F					2.0*	15*	2.0	M-F
					2.30					2.1	FRI.								
VARIOUS TIMES (SUS)																			
DAY MONDAY-FRIDAY																			
ABC ABC WORLD NEWS-MORN-815A(SUS)				6.15- 6.30AM	6.15						M-F								M-F
ABC ABC WORLD NEWS-MORN-645A				6.45- 7.00AM	6.45	1,830	2.2	1,750	2.1	19	2.1	M-F	1,420	1.7	1,250	1.5	14	1.5	M-F
ABC REAGAN PRESS CONF.-ABC(SUS)				2 11.05-11.30AM	11.00														THU.
ABC ABC SPECIAL REPORT-1.36P(SUS)				1 1.36- 2.00PM	1.30						FRI.								
ABC ABC DAYTIME NEWSBRIEF-M-F				1.57- 1.59PM	1.45	8,580	10.3	8,160	9.8	32	9.8	M-TH	7,910	9.5	7,580	9.1	28	9.1	M-F
ABC ABC AFTERSCHOOL SPECIAL(S)				2 4.30- 5.30PM	4.30								10,910	13.1	8,500	10.2	24	9.2	WED.
					4.45											9.4*	23*	9.5	WED.
					5.00												10.8	WED.	
					5.15											11.0*	24*	11.3	WED.
CBS CBS EARLY MORNING NEWS				6.30- 7.00AM	6.30	1,170	1.4	920	1.1	15	.9	M-F	1,330	1.6	1,000	1.2	16	1.1	M-F
					6.45						1.2	M-F						1.3	M-F
CBS PRICE RIGHT 1-THU(SUS)				2 11.00-11.05AM	11.00														THU.
CBS REAGAN PRESS CONF.-CBS(SUS)				2 11.05-11.30AM	11.00														THU.
CBS NEWSBREAK-11.57				11.57 11.59AM	11.45	6,160	7.4	5,910	7.1	29	7.1	M-F	6,410	7.7	6,160	7.4	28	7.4	M-F
CBS CBS NEWS SPECIAL REPORT(SUS)				1 1.35- 1.54PM	1.30							FRI.							
CBS NEWSBREAK-3.57				3.57 3.59PM	3.45	5,910	7.1	5,580	6.7	20	6.7	M-F	6,330	7.6	5,910	7.1	20	7.1	M-F
NBC EARLY TODAY M-F				6.30 6.55AM	6.30	1,000	1.2	830	1.0	10	.9	M-F	1,170	1.4	920	1.1	11	.9	M-F
					6.45						1.1	M-F						1.2	M-F
NBC REAGAN PRESS CONF.-NBC(SUS)				2 11.05 11.30AM	11.00														THU.
NBC WHEEL OF FORTUNE-THU(SUS)				2 11.00 11.05AM	11.00														THU.
NBC REAGAN NEWS CONF. NBC(SUS)				1 1.15 1.54PM	1.30							FRI.							
DAY SATURDAY																			
ABC PRO BOWLERS TOUR SPECIAL(S)				2 3.30- 5.05PM	5.00								12,660	15.2	7,080	8.5	17	10.8	
					5.00														
CBS IN THE NEWS- 8.26AM				8.26- 8.29AM	8.15	1,420	1.7	1,170	1.4	10	1.4		2,750	3.3	2,500	3.0	21	3.0	

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

NATIONAL TV AUDIENCE ESTIMATES																			
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				
DAY SATURDAY-CONT'D																			
CBS IN THE NEWS- 8.56AM		8.56- 8.59AM	8.45	1,920	2.3	1,580	1.9	10	1.9		3,670	4.4	3,250	3.9	19	3.9			
CBS IN THE NEWS- 9.26AM		9.26- 9.29AM	9.15	3,420	4.1	2,920	3.5	14	3.5		3,580	4.3	3,500	4.2	18	4.2			
CBS IN THE NEWS- 9.56AM		9.56- 9.59AM	9.45	3,670	4.4	3,580	4.3	17	4.3		4,500	5.4	4,250	5.1	20	5.1			
CBS IN THE NEWS-10.56AM		10.56-10.59AM	10.45	5,910	7.1	5,500	6.6	21	6.6		7,000	8.4	6,410	7.7	24	7.7			
CBS IN THE NEWS-11.26AM		11.26-11.29AM	11.15	6,410	7.7	6,000	7.2	22	7.2		7,250	8.7	6,750	8.1	24	8.1			
CBS IN THE NEWS-11.56AM		11.56-11.59AM	11.45	4,660	5.6	4,080	4.9	15	4.9		5,500	6.6	5,000	6.0	18	6.0			
CBS CBS NFL PLAYOFF GAME-SAT.(S)	1	12.30- 3.31PM	-GRID 3.30	29,650	35.6	17,160	20.6	47	20.7										
CBS NFC CHAMPIONSHIP GAME-CBS(S)	2	12.30- 3.41PM	-GRID 3.30								40,070	48.1	26,990	32.4	65	35.1			
NBC ASK NBC NEWS-8:28AM		8.28- 8.30AM	8.15	4,170	5.0	3,920	4.7	33	4.7		3,670	4.4	3,420	4.1	28	4.1			
NBC ASK NBC NEWS-8:58AM		8.58- 9.00AM	8.45	5,750	6.9	5,500	6.6	34	6.6		4,250	5.1	4,000	4.8	24	4.8			
NBC ASK NBC NEWS-10:28AM		10.28-10.30AM	10.15	7,250	8.7	7,000	8.4	30	8.4		6,330	7.6	6,080	7.3	24	7.3			
NBC ASK NBC NEWS-10:58AM		10.58-11.00AM	10.45	6,500	7.8	6,250	7.5	24	7.5		5,080	6.1	4,910	5.9	18	5.9			
NBC ASK NBC NEWS-11:58AM		11.58-12.00NN	11.45	6,500	7.8	6,250	7.5	21	7.5		5,750	6.9	5,410	6.5	18	6.5			
NBC NCAA BASKETBALL	2	2.00- 4.07PM	-GRID 4.00								5,910	7.1	1,580	1.9	4	4.6			

NBC NFL '82-SA.(S)	1	3.51- 4.00PM	4.15 3.45	12,500	15.0	10,410	12.5	28	12.5							<<
DAY SUNDAY																
CBS IN THE NEWS-7.26AM-SUN(SUS)		7.26- 7.29AM	7.15													
CBS IN THE NEWS-7.56AM-SUN(SUS)		7.56- 7.59AM	7.45													
CBS CBS NCAA BASKETBALL	1	1.00- 3.03PM	-GRID	6,660	8.0	2,500	3.0	7			7,330	8.8	2,670	3.2	6	
	2	1.00- 3.04PM	-GRID 3.00						3.3							4.0
NBC SUPER BOWL TOURN. RD.2-SU(S)	1	12.30- 3.39PM	-GRID 3.30	33,070	39.7	20,240	24.3	54	23.4							
NBC AFC CHAMPIONSHIP GAME(S)	2	1.00- 4.25PM	-GRID 4.15								42,480	51.0	27,910	33.5	62	31.9
NBC AFC CHAMPIONSHIP POST(S)	2	4.29- 4.46PM	-GRID 4.45								21,820	26.2	18,740	22.5	42	17.5

Bulletin

February 4, 1983

THE PRESIDENT'S JANUARY 20 PRESS CONFERENCE

President Ronald Reagan held a nationally televised press conference on Thursday, January 20, 1983, at 11:05-11:30AM NY Time.

NTI estimates of the audience reached by the combined facilities of the three national TV networks are as follows:

	<u>Percent</u>	<u>Millions</u>
Total Audience		
Households	16.8	14.0
Average Audience		
Households	15.0	12.5
Total Persons*	7.0	15.2
Total Women	10.2	8.8
18-49	8.6	4.6
Total Men	5.8	4.5
18-49	3.7	2.0
Total Teens	0.7	0.2
Total Children*	5.6	1.8

*Excluding children under 2 years of age.

A.C. NIELSEN COMPANY

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Correction Notice

A.C. Nielsen Company

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February 4, 1983

NIELSEN NATIONAL TV RATINGS
1st NOVEMBER 1982 REPORT
October 25-November 7, 1982

'Households providing 1 or more good days meeting Nielsen accuracy standards' was reported incorrectly in the above report. The correct number should be 1226.

Correction Notice

A.C. Nielsen Company

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Northbrook, IL 60062
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February 4, 1983

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Program Type for 'NBC NEWS SPECIAL PRT(S)' was shown as an 'N' in the above report. The correct Program Type should be 'DN'.